

**THE ROLE OF MEDIA IN CONFLICT PREVENTION: A CASE OF TWENTY
THIRTEEN (2013) GENERAL ELECTIONS IN KENYA**

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DECLARATION

I, Silas Chemiati Kisabuli, pronounce that this research project is my innovative work and that it has not been presented to any other institution for the award of a degree.

Signed: Date.....

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

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DEDICATION

To my son: Christian Mila Chemiati.

ACKNOWLEDGEMENT

Dr. Maluki has been the ideal research project supervisor. His advice, insightful critics and immense patience and encouragement aided the writing of this research project in innumerable ways. I would like to thank my family for their prayers and support during this time.

My son, Christian Mila Chemiati, for being patient with me as I worked late hours on the finalization of this project, I Love you baby.

And to the Almighty God, Thank you for your faithfulness.

ACRONYMS AND ABBREVIATIONS

SPSS	:	Statistical Package for Social Science
RTL	:	The Rwandese Radio- Television Libre des Milles Collines
PEV	:	Post Election Violence
KRC	:	Kenya Red Cross
IDP	:	Internally Displaced Person
MCK	:	Media Council of Kenya

ABSTRACT

In most nations around the globe, the media's function in propagating disputes has been a issue. Researchers still have to agree on their diploma and magnitude in conflict and battle management with their vast impact. The role of contest intensification happens regularly with dialect (home-grown) broadcasting ranks whereas the function of conflict reduction predominates with majority broadcasters across the country. This affirmed two frameworks theoretical research evolved from the liberal principle and press reporting theory of social accountability. Furthermore, the reaction of people to fighting coverage is persuaded as human factors by their age, gender and personal fame. Therefore, a prevalent technique for reporting warfare should be intended and adhered to in order to mitigate conflict-reporting misrepresentation, particularly in fragile democratic nations. More importantly, there should be strict rules and management of vernacular (local) FM stations that are susceptible to political elite manipulation. This should be combined with reporters ' training on clash broadcasting and the creation of a normal combat broadcasting method. The aim of this study is, therefore, to analyze the position of media in combat management, with reference to the Kenya General Election 2013. A descriptive lookup diagram and random stratified sampling method with a sample dimension of 375 respondents was used. Primary facts were once acquired by means of in-depth interviews analyzed the usage of content analysis. This study consequently sets out to look at the role of the media in conflict management for the duration of the Kenya's General Elections, 2013 with a special interest to identify how media and democracy in Kenya has evolved, severe examination of the legal frameworks governing media operations in Kenya as well as the analysis of the media method employed for creating cognizance to manipulate fighting in Kenya. The study found that Radio in the entire Sub-Saharan Africa has been used due to the fact that it is affordable and most people can access and use it. The researcher found out that radio and television are the mainstream media that almost everyone has access to either of them. KASS FM was rated the most popular vernacular radio station. The research proposes training on conflict reporting for indigenious press reporters or journalists. The restrictive authorities should design a customized regulatory system for vernacular FM stations that is totally distinct from traditional ones.

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CHAPTER ONE

1.1 Introduction

The ordered evolution of communication technology has changed the behavior of conflicts, warfare and conflict resolution in the globe today significantly. Individuals around the globe capture data more easily and quicker compared to prior generations. This section focuses on the context of the research on media's role in conflict management by providing the subject's declaration, analytical goals, analytical queries, justification, and research importance. The section also shows the constraints of the assumptions, scope and research.

1.2 Background of the Study

The world today is facing an increasing security challenge that is becoming more diverse and fragmented, and as a result threatening world peace. This has led to a greater knowledge of the primary causes of disputes and the connections between safety and conflict management around the globe.¹Most global security problems come from individual societies and are often distributed across boundaries to other surroundings. In most cases, the competitive politics has caused power struggles and political disagreements in the states, especially among the developing countries in Africa².

The rise of the Arab spring caused by political unrest in many Arab countries such as Egypt, Syria, and Libya left a defragmented government that resulted in a chronic security problem. The Arab Spring is defined as the latest war, with the media playing a key

¹Avgar, A., Lee, E.K. and Chung, W. "Most global security problems come from individual societies and are often distributed across boundaries to other surroundings", 276–303

²Ibid Baccaro, L. and Howell, (2017) pp521–563

position in the escalation in the Middle East and parts of North Africa. The result of the uprising in countries such as Libya, Egypt and Yemen was a change in the government, which was caused by the mass action that was fueled by the social media³.

The media was cited to have had an important role as stated by the Times Magazine in 2010 that there was partisan reporting on the conflict in Libya from both the international and the local media⁴.

The analysis on the border issues with regard to the conflict was inadequate because there was scarce information about the rebel forces, the economic cost of war, and the likelihood of profits that would be made through the war. This is similar to what happened decades ago in Somalia after the internal conflicts resulted in the death of a senior government leader. Somalia has had internal conflicts for many years, which led to the formation of a terror group funded by international Islamic groups. The terror activities by the Somalia terror group Alshabaab has also caused insecurity to its neighbors such as Kenya⁵. Tribalism is also another issue in most African countries, a good example being the Rwandan genocide. RTL M-is one such example of how the media promotes conflict. The radio station urged the Hutu to exterminate the Tutsi, specifically calling them "cockroaches that must be eliminated" in order to guarantee peace in Rwanda. As a result, almost 1,000,000 Tutsis were massacred and many others displaced.

³Ibid

⁴Baccaro, L. and Howell, C. *"The terror activities by the Somalia terror group Alshabaab has also caused insecurity to its neighbors such as Kenya, (2011) pp. 521–563*

⁵Balliet, D. and Van Lange, P.A.M. *"This is similar to what happened decades ago in Somalia after the internal conflicts resulted in the death of a senior government leader, Vol. 139 No. 5, (2013) p. 1090.*

The conflict trend has been on the rise with the increase of innovation and technology in the mass media field. In all the global conflicts, the media has been used as a tool for and against the war and conflict. Therefore, the media is one force that influences and shapes the dynamic of war and conflicts⁶. Mass media delivers information that could construct the reality of the society and various actions in the conflict. Therefore, reality is considered to be the true knowledge that the people express through the social action and discourse that further influence the growth or phase down of conflict⁷.

This implies that the helpful part of the mass media is found in the creation of certainty based on the information that it disseminates as knowledge in the human awareness which could potentially construct or destroy peace in any human society. On the other hand, the peace process in the conflict resolution could include the economic, security and political that could help resolve conflict. Therefore, the mass media has both the constructive and deconstructive roles based on the resultant action of those that consume the disseminated information. According to Callahan, (2014) the increased innovation in technology in communication has affected how information is disseminated. The speed that people access information is almost instant compared to the earlier methods of communication⁸. There is an increase in the global networks that provide information of unfolding events around the world.

⁶Bollen, K. and Euwema, M. "the increased innovation in technology in communication has affected how information is disseminated, Vol. 29 No. 3, (2013) pp. 319–323.

⁷Ibid Boyack, K.W. and Klavans, R. (2014) pp. 670–685.

⁸ Caputo, A. "the increased innovation in technology in communication has affected how information is disseminated", *International Journal of Conflict Management*, Vol. 24 No. 4, (2013) pp. 274–398.

1.3 Statement of the Problem

In this age and time, the media is a powerful tool that can be used to modify the progression of development of any country. In the wake of 2007/2008 political conflicts in Kenya, it was realized that some radio stations allowed indecent languages to be used on their air waves, and some politicians were identified as politically intolerant in their expression of views. The media can play significant roles in conflict determination, and can also result in inflating conflict. The subject on the role of media in conflicts in Kenya has not been intensively focused by the local scholars and practitioners despite the country media being one of the most robust, competitive and free media in Africa.

Various studies cited the media's share in enhancing the conflict, and its failure to contribute to the peacemaking based on the social responsibility theory. Studies have looked into the cause of conflict in the semi-arid parts of Kenya^{9,10}. The studies did not include any role of media in these conflicts which largely are resource based conflicts. There have been attempts to link media with conflicts that occurred in 2007/2008 general elections but there is little that has been done. Despite the fact that the 2013 general election was contested, there was no violence to the 2007/2008 levels. Therefore, this study aims at assessing the impact of media in conflict management with a specific focus on the 2013 general election period in Kenya.

1.4 Research Questions

- i. How accessible of the media and the various types of media coverage within Kenya influenced conflict prevention?

⁹ Masinde & Cranford, (2003)

¹⁰Ruto, Olaf, Ralf, &Wotzka, (2003)

- ii. How the positive and negative role of media influenced conflict prevention with regard to violence during 2013 elections in Kenya?
- iii. Do specific human factors (gender, age, residence, residence and religion) are influenced by media towards conflict prevention in Kenya?

1.5 Objective of the Study

This study examined the role of media in conflict prevention: the case of study general election Kenya, 2013

1.5.1 Specific Objectives

- i. To establish how the accessibility of media and the various types of media coverage within Kenya influence conflict prevention.
- ii. To assess how positive and negative role of media influence on conflict prevention with regard to violence during 2013 elections in Kenya.
- iii. To evaluate how specific human factors (age, gender, social status, residence and religion) are influenced by media towards conflict prevention in Kenya.

1.6 Literature Review

1.6.1 Introduction

The literature review intends to covers other researchers work on the role of media in conflict management: a case of study of twenty thirteen (2013) general elections in Kenya.

The main areas covered include; the empirical literature, media and conflict prevention

1.6.2 Theoretical Review

In media discourses, conflict and peace share a comparable platform, as coverage conflict relates to the discovery of various positive alternatives. In the definition of dispute, the nature of the election crisis in the Republic of Kenya is recorded¹¹. Conflict is described by writers as fight that exist between people or groups over claims that are related to standing towards defending of rare resources that makes the winning team to take control over everything.¹² The post-election crisis was as a result of powerful fight that existed between two parties that one was on agreement with the presidential results and the other one was on disagreement about the same. On the contrary, the writers see the construction of peace as an increase in influential and socio-commercial procedures to deal with the causal foundations of war.

The far-famous Johan Galtung's a researcher from Norway researched on positive peace in a distinct spectrum emphasizes that peace could also be the lack of undisguised violent conflict. Peace embraces a variety of interactions to the point where countries or conflict partnerships collaborate and engage in corroborating partnerships or positive peace¹³. His definition, initially printed within the journalistic of Peace analysis Journal, was a right way to contest the usual view of peace.

Peace has always remained a personality's privileges apprehension subsequently the origination of the global organization in 1945. The world organization Charter Article two,

¹¹Goodhand, J. & D, Humle (1999) 'On the contrary, the writers see the construction of peace as an increase in influential and socio-commercial procedures to deal with the causal foundations of war: Understanding Conflict and Peace-building in the New World Disorder', Third World Quarterly, Vol 20, no.1, 13-26.

¹²Ibid

¹³Ibid Galtung, J. (1998).

preambles (1, 3, and 7) supports the philosophies of no disturbance and relevance state-owned power. The paper says that inner disputes need to be stabilized and that voters need peace and growth. Galtung previously commented on the domination of the world organization as a holder of powerful power as a component of negative peace¹⁴. It thus applies that, without the integration of such powers and varied stakeholders in conflicts, positive peace is achieved.

It will hardly be challenged the grandness of the world organization to take care of world peace and safety. Aho claims that since the Rwandan race murder, African nations have returned to understand the continent's wishes for peace and safety with the carelessness of depending completely on other world organizations. The media has hard-pressed harmony and lack of confidence concerns on the global agenda so far. It has also remained fragment of the reproduction of war and conflict data for some moment now.¹⁵In the nineteenth-century William Randolph Hearst declaration, a popular interpretation of the media possessions in violent disputes is taken into account; “you furnish the images, I’ll furnish the war.” Hearst realized that war and media go hand in hand and that is why it is important for taming the media to avoid spreading of war or conflict.

In alternative examples, the events of the twentieth century record events in which mass media in Germany and war one allies are used for war information¹⁶. In latest history, many

¹⁴ Galtung, J. (1998).Hearst realized that war and media go hand in hand and that is why it is important for taming the media to avoid spreading of war or conflict, Track Two 7(4) (December 1998).

¹⁵Aho, M. (2004).

¹⁶Ibid

writers have also studied the media's role in the cause of violence¹⁷. Wolfsfeld argues that, instead of hidden or perhaps refined peace processes, media researchers tend to focus on conflict analysis. Galtung reflects problems in covering peace procedures in his *Peace Journalism* reports and claims that peace and news generate strange media occurrences, not procedures.

This strategy to peace news is difficult as it presents the public with a particularly slim and easy view of intrinsic disputes and does not provide marketing long-run policies with doable indications for stakeholders. An analogous fight was older than in the post-2007 crisis to define methods of framing peace discourses in media. Somerville sought to explain the reasons for the crisis¹⁸. His work shows the loss of credibility of Kenyan media in the face of ethnic tensions and media leadership deficiencies.

1.6.2.1 Conflict, Peace and the Media

Combat and peace enjoy similar podium in media discourses, considering reporting aggressions additionally potential discovering choice optimistic solutions. According to Goodhand and Humle's conflict is defined in reference to Kenyan election as election crisis given as a "war amongst persons or cooperatives, finished morals or entitlements to rank, power and rare sources in which the goals of the disagreeing proceedings are to proclaim their morals over others"¹⁹. The post political decision emergency pretty much rose up out of a battle for power, with each gathering seeking after a plan that would carry it closer to

¹⁷ Thompson, A. (2007) *Media and the Rwanda Genocide* (Eds), London: Pluto Press, Kampala: Fountain Publishers.

¹⁸Somerville, K. (2010) *Kenya Violence, hate speech and Vernacular radio*, AMIGS Occasional paper, London: Brunel University.

¹⁹Goodhand, J. & D, Humle (1999) 'An analogous fight was older than in the post-2007 crisis to define methods of framing peace discourses in media, *ThirdWorld Quarterly*, Vol 20, no.1, 13-26.

controlling assets. Then again, the creators see harmony working as an advancement of institutional and financial measures to address the basic reasons for struggle.

In a different range, the eminent Norwegian Peace specialist Johan Galtung take a shot at positive harmony stresses that harmony might be something other than the nonattendance of obvious brutal clash (negative harmony). He says harmony will probably incorporate different connections up to a state where countries or any groupings in struggle may have community and steady connections or positive harmony.

Notwithstanding field research, harmony has stayed a human rights worry subsequently the origin of the United Nations in 1945. The paper expects countries to settle internal conflicts and concentrate on residents ' harmony and enhancement. Galtung had previously argued that the UN's mastery of coercive force is an element of adverse harmony in itself.²⁰ It follows that, if these forces are used to involve distinct partners in conflicts, beneficial harmony can be achieved.

Despite the fact that, the UN supremacy to keep up worldwide harmony and danger can scarcely be addressed, Aning and Danso contend that since the annihilation of Rwanda, African countries have emanate to know the urgency of relying completely on the UN for the harmony and safety requirements of the continent. The media have driven problems of peace and security to the motive of the world²¹. It has additionally been a vital part of

²⁰Galtung, J. (2004) "An Editorial", *Journal of Peace Research*, Vol 1, no.1, 1-5. Available at: <http://jpr.sagepub.com/content/1/1/1.full.pdf+html>

²¹Aning&Danso (2010) 'An analogous fight was older than in the post-2007 crisis to define methods of framing peace discourses in media', *Journal of Linguistic Anthropology*, Vol no.6, Issue (2) 161-167.

imitating data on war and strife for quite a while. A typical perspective on the media impacts in savage clashes is caught in the nineteenth period William Randolph Hearst explanation; "you outfit the photos, I'll outfit the war". Hearst understood that contention and media channel on one another, one a wellspring of enrapturing news, the other a stage where plans to end and some of the time advance approaches on clashes are discussed.

In various models, record incidents of the twentieth century where wide communications were used for war advertising in Germany and partners in the First World War^{22,23}. In late history, a few creators have likewise investigated the job of the media in impelling savagery²⁴. Wolfsfeld contends that media scientists will in general focus on investigations of contentions, as opposed to harmony forms which stay covered up or even inconspicuous²⁵. In his Peacetime Broadcasting documents, Galtung reflects problems in detailing harmony procedures and contends that harmony and news create bizarre broadcast for partners includes opportunities, not forms.²⁶

This way to deal with harmony news is hazardous. It gives the open an amazingly limited and shortsighted perspective on intrinsic clashes and doesn't offer potential signs for partners to advance long haul strategies. A comparative battle to discover methods for surrounding harmony talks in media was experienced after the post-2007 emergency.

²² Watson, J. (2008) *Media Communication: An Introduction to Theory and Process*, New York.

²³Ibid Bratic, V. (2006).Vol.no.5, No.1.

²⁴ Des Forges, A. (2007) '*Call to Genocide: Radio in Rwanda, 1994*, in Thompson, A. Media and the Rwanda Genocide, London: Pluto Press, Kampala: Fountain Publishers.

²⁵Wolfsfeld, G. (2004).*Communication Society and Politics: Media and the path to Peace*. New York: Cambridge University Press

²⁶ Galtung, J. (2004) "An Editorial", *Journal of Peace Research*, Vol 1, no.1, 1-5. Available at: <http://jpr.sagepub.com/content/1/1/1.full.pdf+html>

Mbeke tried to clarify explanations for the emergency. His work features ethnic pressures and inadequacies in media the board, as reasons why Kenya's press loses its credibility²⁷.

Their examination ensures that it obviously inaugurate the connection concerning media as an initiator of viciousness or an agency for harmony, nor does it focus on human privileges discussions. All things considered, this examination moves to explore the connection and add to inquire about. In Bratic's words, "if the media is frequently initiate to help powers that clue to rough clashes, it ought to likewise obligate capacity to help powers to harmony",²⁸.

1.6.3 Empirical Literature

Goodhand and Humle outline conflict as a contest amid individuals and collectives, over values or claims to stand, authority and scarce resources within which the competing parties' objectives are to express their values or claims over others' values. These tried assertions of standing, power and scarce resources are what causes escape or step-up of conflicts as a result of bound values aren't negotiable and people or collectives are not able to quit the standing, power or scarce resources. The solon perception of conflict contends that conflicts do arise as a result of human want for preservation and power. This power is maintained through periodical electoral processes that would both be clear and properly dole outso promoting peace, or completely blemished or shrouded in arguing and injustice which might cause hostility that would eventually present itself in terms of physical

²⁷Mbeke, P.O. (2008) *Media in Peace building and ConflictPrevention*, Bonn: Deutsche Welle, 178-191.

²⁸Bratic, V. (2006).*Media impacts during savage clash: Evaluating media commitments to harmony building, Conflict and Communication*, Vol.no.5, No.1.

confrontations between competitor parties. These confrontations are either spontaneous or sanctioned by one party against another.

Electoral conflict, as outlined by Fischer, is an associated act that tends to hurt, threaten, abuse, interrupt, regulate, accelerate, postponement or converse electoral procedures or consequences, associated with an act that occurs between a citizen's registration and the installation of an administrative government.²⁹ Goodland and Humle's definition of conflict as a struggle for power by people or collectives, one amongst the aforesaid people should settle for defeat seeing as not all individuals or collectives will hold the instruments of power³⁰. However, for the individual or collective to simply accept outcomes of electoral processes, they need to get some sense of satisfaction that the method was simply and truthful, if not then there's a chance of getting even. If neither facet is willing to present up the fight for power, then a middle ground needs to be reached to help in managing the conflicts. The center ground might be power sharing, an inspiration that was custom-made by African nation and Southern Rhodesia throughout contested polls.

As the term suggests, conflict management is aimed toward managing conflicts so they are doing not worsen. Mwangi asserts that conflict management as a term ought to be wont to seek advice from any management method by that parties to conflict are inspired to come back along and do one thing concerning their conflict³¹. Several tools are wont to facilitate in conflict resolution and management, starting from arbitration, judicial settlements, negotiations, mediations. Galtung claims that conflict management concerns the

²⁹ Fischer, J. "Appointive Conflict and Violence: A methodology for Study and Prevention³". 2002:p3

³⁰ Goodland J. and Humle D., "From Wars to Complex Political Emergencies: Understanding Conflicts and Peace working in the New World Disorder," *The Third World Quarterly*, Vol:20 no.1 1999:p13-26

³¹Mwangi, M. "Conflict, Theory, Processes and Institutions of Management." 2000: p43

neutralization of the evil party and appreciates the unused sensitive aspect³². Effective war controlling needs timely cautioning with analysis, timely hearing with projection and initial therapy intervention. Real conflict management cannot accommodate personal interests and in a perfect scenario, conflict management ought to be done by actors United Nations agency don't have any ulterior interests in an exceedingly explicit outcome of a conflict apart from peace. Conflict management processes that employ military threats instead of peaceful means results in failure to achieve peace in civil societies³³.

Jones et al. argue that conflict is often resolved functionally by compromise or cooperation between those engaged. Conflict management methods increase people's awareness and skills on the sources of conflict on the people embody increasing awareness of sources of conflict by improving diversity, work rotations, temporary tasks and victimizing ongoing transfer or dismissal when needed; ways targeted on the complete organization embody dynamical a company structure or culture and fixing the supply of conflict³⁴. With the recognition, acknowledgement, and management of conflict an exceedingly correct manner, personal and structure advantages can result³⁵. While some executives see conflict as one thing that should be prevented in the slightest degree prices, others see conflict as exhibiting interesting opportunities when managed in an overly favorable, constructive

³² Galtung, J. "Handbook of Peace and Conflict Studies." Routledge, Park Square, Milton Park Abingdon:2007:p27-32.

³³ Jones, G.R., Gorge, J.M., Hill, C.W.L. "Contemporary Management," McGraw-Hill, Boston, MA, 2000

³⁴ Jones, G.R., Gorge, J.M., Hill, C.W.L. "Contemporary Management," McGraw-Hill, Boston, MA, 2000

³⁵ Silverthorne, C.P. "Organizational Psychology in Cross-Cultural Perspective," New York University Press, New York, NY, 2005:p738-740

manner. An effective manager seeks to manage conflict in the organization rather than avoiding it³⁶.

Mass media has over the years evolved and given individuals across the world additional and more opportunities to act quicker and on a wider platform. Digital broadcasting, within the type of telephones, private computers, and computer application codes, had a big impact within the systems of political communications. Itinerant cameras for example became tiny, personal weapons against authoritarian rule³⁷. Images beamed from personal gadgets onto social networks would be beamed across the world via sites like Facebook, twitter, Instagram, you tube and in and of itself an indoor conflict will take a global outlook therefore increase the quantity of actors on a specific issue of concern. The conflicts in Burundi and African nation become referred to as they unfold, as do famine in Sudan. Owing to the ubiquitousness of contemporary electronic media, the results and brutality of conflict are illustrious instantly (or nearly instantaneously) in numerous components of the globe³⁸. This could have a positive impact to the to the extent that the public can place pressure on the incumbent governments and might influence their nation's policies ensuing to potential desired effect on a conflict. Serial developments in communication techniques have altered the way conflicts, warfare and conflict resolution are resolved significantly³⁹.

³⁶ Silverthorne, C.P. "Organizational Psychology in Cross-Cultural Perspective," New York University Press, New York, NY, 2005:pp738-740

³⁷ Rahim M.A., Antonioni, D., Psenicka, C. "A structural equations model of leader power, subordinates' styles of handling conflict, and job performance" International Journal of Conflict Management, Vol. 12 No.3, 200:pp191-211.

³⁸ Howard N.P. and Hussain M.M "Democracy's Fourth Wave? – Digital Media and the Arab Spring". 2013;p733

³⁹ Howard N.P. and Hussain M.M "Democracy's Fourth Wave? – Digital Media and the Arab Spring". 2013; p67

Cohen and Gilboa assert that the media perform many functions in conflict resolution, illustrating principally as “media international relations” and media negotiator international relations⁴⁰. The aim of media diplomacy is that the restoration of confidence in establishments by giving the parties directly concerned in an exceedingly conflict a platform to tackle the contentious problems in a civil manner. The media conjointly offers a platform for opposing sides to handle one another while not essentially meeting face to face. Larson in Bercovitch, Kremenjuk and Zartman, states that tvAN example for example} provides an immediate and timely interactive channel for diplomacy in which reporters often play an equivalent position with officials in the negotiation process.⁴¹The media will opt to highlight peace agreements and treaties rather than specializing in negative parts of conflicts. It is a platform for policy manufacturers to make national and international support for peace efforts throughout conflict scenario.

However constant and repetitive lightness pictures of war and chaos evoke what Kats and Liebes in Bercovitch et al termed as disaster marathon⁴². The continued broadcast that generally last for a number of days raises doubts concerning peace prospects and therefore the worth of negotiations. This successively makes individuals skeptical concerning the leadership’s capability to handle the conflict and therefore the opposition will profit of such things to demand for regime modification. Gilboa in Bercovitch et al identifies five levels of media by political science criteria: native, national, regional, international and international. Native media includes newspapers, tv and native radio stations. Regional

⁴⁰ Gilboa, Etyan. "Media and Conflict Resolution: A Framework for Analysis." *Marquette Law Review* , 2009: 87.

⁴¹Bercovitch J, Kremenjuk V., Zartman W.I “The SAGE Handbook of Conflict Resolution: Etyan Gilboa – Media and Conflict Resolution” : 2009; p461

⁴² Gilboa, Etyan. "Media and Conflict Resolution: A Framework for Analysis." *Marquette Law Review* , 2009: 87

media operate in an exceedingly region known by culture, tradition, values, language or faith for instance the Dubai primarily based Al-Arabia that broadcasts primarily within the geographic region⁴³. International media embody broadcast and medium used or sponsored by states to control across international borders for instance BBC, Al-Jazeera. International media embody in private closely-held industrial networks like CNN international and medium such as the International Herald and therefore the economic expert⁴⁴.

Digital media has brought in an exceedingly new domain to be thought of once it involves conflict and conflict resolution. Coverage isn't any longer the reserve of journalists alone because the web has displayed avenues for subject sort reporting. This sort of coverage, uncensored and immediate will draw totally different reactions looking on however the knowledge is conferred. Muhammad Bouazizi, a young vegetable businessperson set himself ablaze in African country in protest of the govt. In December 2010 and his tale was one of many tales on Facebook, Twitter and YouTube that mobilized dissidents to prepare demonstrations and castigate their authorities, and unfold concepts concerning democracy⁴⁵. Dunn in Howard and Hussain, states that Facebook became the knowledge infrastructure that supported political organizing freelance not solely of the state, however freelance of different political parties. Digital media during this instant started a revolution that unfolds Northern Africa and therefore the geographic region in what is known as the Arab Spring.

⁴³ Rahim M.A., Antonioni, D., Psenicka, C. "A structural equations model of leader power, subordinates' styles of handling conflict, and job performance" *International Journal of Conflict Management*, Vol. 12 No.3, 200:p191-211

⁴⁴Bercovitch J, Kremenyuk V., Zartman W.I "The SAGE Handbook of Conflict Resolution: Etyan Gilboa – Media and Conflict Resolution" : 2009; p268

⁴⁵ Silverthorne, C.P. "Organizational Psychology in Cross-Cultural Perspective," New York University Press, New York, NY, 2005:p738-740

Main stream media, that's print and electronic media, have conjointly joined the digital media networks as associate degree addition to their thought coverage. They need created blogs, news portals or print media entities that exist only on-line⁴⁶. Activists, bloggers, celebrities, researchers, and different people with international influence have conjointly adopted digital media as a tool for human activity with the public in an endeavor to feature their voices to explicit course. In and of itself digital media will so be wont to impact modification in conflict things each completely or negatively. Dictatorial regimes are anesthetize the spot light-weight on a global platform as was the case with Egypt, wherever individuals communicated real time events of the one-man rule occurring within the country. This resulted in mounting international and native pressure forcing, Mubarak's resignation. During this context social media was wont to impact revolutionary modification from dictatorial regimes to democratic regimes. Throughout the protests, YouTube and different video archiving centers allowed subject journalists, victimization itinerant cameras and client physics, to broadcast stories that the thought media couldn't or didn't wish to hide⁴⁷.

While digital media use will build commonality and supply a platform for unity, misuse will have a negative impact on a bigger scale. Problems with hate speech and incitement via social networks will cause a snowballing impact that may prove tough to manage or management. Motilityoff the digital media access is a technique of dominant content going out on social media however it conjointly impacts on the capability of the state to reply to

⁴⁶ Howard N.P. and Hussain M.M "Democracy's Fourth Wave? – Digital Media and the Arab Spring". 2013;pg777

⁴⁷ Howard N.P. and Hussain M.M "Democracy's Fourth Wave? – Digital Media and the Arab Spring". 2013;pg777

crisis. In any case, most civil societies can continuously notice ways to bypass the blocked social media signal⁴⁸.

Munyua's study into the "Awareness and Misunderstandings: The Part of latest and ancient mass media in post-election violence in Kenya (2007)" is especially in line with this analysis. Although Elections in Kenya are related to violence for nearly twenty years, Munyua admits that the tensions escalated with radio, and mobile phones. These media tools were used for political discussions at an ethnic level forming political biases that escalated the violence.⁴⁹ But she was conjointly fast to feature that the employment of media to unfold violence and push for specific ideologies isn't new Kenya. She claims that although the media is thought to have an effect on the quantity of violence (both absolute and negative), it is not the problem of shaping at hand. Hatred language in Kenya was not solely the concern of the press as politicians and public departments are also liable on past occasions. Government information and ineffective dialog will play a main role—albeit unintentionally—in fostering polarization, inflaming tensions and escalating violence throughout an election.

Munyua's characterization or description of the media as not the shaping issue is ambiguous and approximately correct. While it's a true statement that politicians and government info or ineffective dialogue will exacerbate tensions and instigate violence, it's plain that the media function a bridge between position politicians and therefore the lots and so hastens communication between them. While not the media, it might be tough for

⁴⁸ Gilboa, Etyan. "Media and Conflict Resolution: A Framework for Analysis." *Marquette Law Review* , 2009: 87

⁴⁹Munyua A. (2016). Exploring the multi-stakeholder experience in Kenya. *Journal of Cyber Policy*: VL - 1: 10.1080/23738871.2016.1249898.

particularly government info to tend tensions at the grassroots wherever ordinarily the violence begin⁵⁰.

Even though, she explains, the recent Kenyan constitution secured individual freedom in terms of the liberty of expression and therefore the independence of electronic, print and every one alternative kind of media, it failed to address substances of racial incitement, hatred language, and agitation to vehemence, conflict information, and provocation to root damage or pleased that is prejudiced or vilifies others. Chapter Four of the Constitutional Bill of Rights, however, says that liberty of expression does not ensure the use of hate speech by anyone. Kenya's post-election violence incontestable the consequences that fresh machinery will have. Mobile phones and all forms of media will assume the jobs of reflecting occasions and giving a significant opportunity to reflection and understanding into political undercurrents. They will explore the exchange measure, the polarization and advancement towards reconciliation, along with possible paths to peaceful dispute resolution.⁵¹

Munyua at last infers that Kenya's election brutality found the job of media in cultivating the unfold violence; however correspondingly it demonstrated their part in disseminating harmony linked communications and providing a reconciliation chance. Of course, the employment of hate speech is currently a criminal offense below the new 2010 Kenyan constitution following the widespread use of hate speech within the 2007 electoral disputes.

⁵⁰Munyua A. (2016). Exploring the multi-stakeholder experience in Kenya. *Journal of Cyber Policy*: VL - 1: 10.1080/23738871.2016.1249898.

⁵¹ Unwin (2009). *ICT4D: Information and Communication Technology for Development* (Cambridge Learning). Cambridge University Press; 1 edition.

Thus, whereas Munyua's study into the influence of media in propagating hate speech in a very paradigm wherever the employment of hate speech wasn't a criminal offense, this study would conjointly scrutinize the influence of social media on the Kenya elections below a paradigm wherever animosity language is currently offense punishable by law⁵².

A former UCLA Doctor of Philosophy student, examines the impact of media (specifically mobile phones) on the corrupt facet of the economy in continent⁵³. She provides a background in corruption and media in continent, and he or she employs two empirical analyses to check her hypothesis. She makes use of a hard and fast regression of knowledge to visualize if there's any correlation between media penetration and perceived corruption scores across forty six African countries between 1999 and 2006⁵⁴. She conjointly adds a crucial addition that seeks to "address the endogeneity and misspecification issues that accompany such cross-country quantitative analyses". The study provides insight into the advantages of explosion of media, the link between democracy and corruption, and therefore the quantity of privatization of a nation's medium company. She tries to counterbalance certain biases or management certainly factors that will nullify her findings. Her study has significance for researching into media and democracy in Kenya since Kenya conjointly has seen a dramatic increase in mobile phones and therefore the range of individuals United Nations agency use it. Still, Bailard's study doesn't address the explosion of social media and its impact on corruption, not to mention elections.

⁵²Munyua A. (2016). Exploring the multi-stakeholder experience in Kenya. *Journal of Cyber Policy*: VL - 1: 10.1080/23738871.2016.1249898.

⁵³Bailard (2010).China in Africa: An Analysis of the Effect of Chinese Media Expansion .<https://journals.sagepub.com/doi/abs/10.1177/1940161216646733>.

⁵⁴Bailard (2010).China in Africa: An Analysis of the Effect of Chinese Media Expansion .
<https://journals.sagepub.com/doi/abs/10.1177/1940161216646733>.

Professor Unwin provides an excellent resource for discourse in his “Social media and democracy: crucial reflections”. He admits the impact of latest styles of digital social media in reworking the ways in which within which many of us communicate and share info. He but maintains that little is known concerning the consequences of the arrival of social mass mediapodiums such as Facebook, Twitter and YouTube, in addition as blogging settings and online discussion forums on political procedures. Unwin claims that while there is a willingness to think that social media creates extra democratic political procedures, there is usually no evidence to support such assertions. He places at one extreme people who believe that major political changes, like those within the Middle East since 2010, are an immediate results of the employment of social media and so terms it as “Facebook Revolution”. At the opposite extreme, Unwin puts people who see the employment of social media and therefore the net by governments and enormous personal sector companies as a way of police work and maintaining management over voters⁵⁵.

Unwin’s paper is threefold: initial, to focus on that there's sizeable feeling in approaches to the role of social media in governmental procedures, significantly with relevance democracies (taking cognizance of Held’s, 2006, vital stress that there are many various styles of democracy). His subsequent aim centers attention significantly around the effects of internet based life on the engagement of the poorest and most marginalized in political processes. The third aim emphasizes on the importance for governments to change all of

⁵⁵ Unwin (2009). ICT4D: Information and Communication Technology for Development (Cambridge Learning). Cambridge University Press; 1 edition.

their voters to possess opportunities to participate in these new styles of political engagement⁵⁶.

Unwin emphasizes from the onset that technology isn't an autonomous power which will inherently be used for 'good' or 'bad'. To buttress his purpose, Unwin refers to proof within the past wherever media technologies are formed and employed by those in power to keep up their positions of power. He argues that there's no easy answer to the current. Unwin concludes with pro-poor sentiments that new media technologies are usually not developed by the poor and therefore the marginalized in society. Thus, he continues, if they're to profit from social media, there has to be external entity that will make sure that such technologies is utilized in the political, social or economic interest of the poor. Whereas this is often true, it may be argued that the poor doesn't have to be compelled to develop new media technologies so as to result any elementary amendment. The success of the Arab Spring didn't need the event of any new technology that served the interest of the poor. The popular social media platforms, specifically Facebook and Twitter, are obtainable to any or all and varied, and as within the Arab Spring, are employed by the lots to result elementary social, economic and political amendment⁵⁷. Notably, Unwin makes no respect to however social media affects the electoral method, which is that the vital bellwether of the maturity and resiliency of any democracy. It conjointly appears he's significantly skeptical about the impact of social media in enhancing social equality and so takes a demoralized read of the potential of social media to motivate any elementary

⁵⁶Held, Virginia. 2006. "Moral Subjects: The Natural and the Normative." Presidential address, American Philosophical Association, Eastern Division. Proceedings and Addresses of the American Philosophical Association. Newark, DE (November).

⁵⁷Held, Virginia. 2006. "Moral Subjects: The Natural and the Normative." Presidential address, American Philosophical Association, Eastern Division. Proceedings and Addresses of the American Philosophical Association. Newark, DE (November).

political amendment, citing the success of social media in the Arab Spring as presumably isolated case. This is often of great interest to the current analysis that seeks to assess the impact of social media in either absolutely or negatively, effecting any elementary political amendment through significantly elections. So this analysis are going to be significantly vital in contributive to the few however growing study into the effect of social media on African elections, and thereby facilitate to broaden our horizon and understanding within the role social media plays in the electoral method and ultimately in the democratic⁵⁸.

1.6.4 Media and Conflict Prevention

Media conflict is a crucial aspect of any conflict. A technique of looking at it is a kind of particular arena where performers contest to regulate or impact the mass media in a variety of respects in order to secure or achieve political impact. It's an eternal dynamic competition that involves having the ability to speak to the audience (or prevent communication) to push their story version⁵⁹.

Political structures and institutions are typically additional in individual dependent on those holding important decision-making roles during non-democratic regime. External assistance may or may not have harmful effects for non-representative and non-democratic performers⁶⁰. Usually, what constitutes news is the results of a number of certain realities and hence the high of others. "Print media bring to our attention some options of' reality,' putting them within the lightweight, whereas most of the rest is unbroken in the dark" And

⁵⁸ Jakobsen (2011). 'Glocalization' versus Notions of Decoupling: A Critical Appraisal of the Impact of Global Economics on National Economic Performance. *Copenhagen Journal of Asian Studies* 29(2):11-32.

⁵⁹ Coronel, S. (2001). Political structures and institutions are typically additional in individual dependent on those holding important decision-making roles during non-democratic regime.

⁶⁰Ibid

it must be remembered that the accumulated glimpses provided in global press reports depict the world rather than the world as it should be. In-depth news is relatively marginal, so the range of Western overseas correspondents stationed in the non-Western parts of the globe is low. In the global press, productive conflict resolution and peace-building procedures are seldom reported.

This is partly apprehensible due to time limitations and hence the scale of prospective news in the globe⁶¹. In most items of increasing tension, global media have very little interest or use in these news stories before a war has crossed the limit to violence. As Jakobsen argues, some causative incident style, such as "an exodus of refugees or a massacre," is typically sufficiently appealing and dramatic to be noticed by the global press⁶². Once global media demonstrate interest in an overwhelming war, it is typically sadly after the significant preventive time has passed. However, many instances were considered to have the capacity to force governments to intervene militarily in the global media⁶³.

Western governments' policy decisions cared for preceding global press pressure upon closer examination of the instances. In other words, many scientists conclude that the outcome of global media is highly exaggerated, even if it appears to have associated impact below limited conditions.⁶⁴ However, it will only have an important effect if a government is unsure about the policy route to be followed. In addition, Jakobsen claims that the

⁶¹Dür, A., Mateo, G. and Thomas, D.C. "However, many instances were considered to have the capacity to force governments to intervene militarily in the global media, Vol. 17 No. 5,(2010), pp. 613–618.

⁶²Jakobsen (2011). 'Globalization' versus Notions of Decoupling: A Critical Appraisal of the Impact of Global Economics on National Economic Performance. *Copenhagen Journal of Asian Studies* 29(2):11-32.

⁶³Ibid .

⁶⁴ van Eck, et al., Sadly, this jointly leads to long-term budgets being redirected to conflicts with elevated global press attention in a number of "forgotten" disputes (2010), 2405–2416.

burdens produced by the media can lead to minimalist strategies directed mainly at showing to their action-demanding audiences that one thing is being accomplished in such a way that ground-preparedness is prevented.

There is a clear correlation in humanitarian emergencies between media coverage and financing levels. Sadly, this jointly leads to long-term budgets being redirected to conflicts with elevated global press attention in a number of "forgotten" disputes. Once donors all rush to a comparable dispute, the main acute problems occur in these matters. Because it operates today, it has a negligible or negative effect on pre-and post-violent war conflicts⁶⁵.As a consequence of most inner disputes, negligible results do not receive significant media attention in these stages of war. The adverse impact of global media is strongly linked to its preference for ballyhoo artist activities, and news coverage is increasingly oriented towards "infotainment"⁶⁶.

While officials and elites have good impact over the media, the global press will mobilize assistance from third parties for victims of violence and cruelty. The media are often damned for paying too much attention to political teams with drastic behavior capturing the media's interest. To stay interested in their audiences, it is true that media, especially television media and perhaps worldwide media, rely on drastic events. As such, it generates possible location factors that otherwise, for greater or worse, will not have access to in-depth media exposure. International media will exert positive pressure and have adverse implications within the violent segment of a dispute. Parties in the conflict are constantly

⁶⁵Jiang, X., et al., (2016), pp. 804–814

⁶⁶Dür, A., Mateo, G. and Thomas, D.C. "Negotiation theory and the EU: the state of the art", *Journal of European Public Policy*, Taylor & Francis, Vol. 17 No. 5,(2010), pp. 613–618.

unemployed in one dispute that got good media attention in order to put pressure on global decision-makers. One facet that this reflects is that the United Nations agency groups are prepared to shoot on their own for the cameras are likely to be jointly addicted to and susceptible to global media pressure. Contrary to a number of the negative effects on peace processes, with the international media's eyes on the parties in a very conflicting situation, actors might also be further reluctant to interrupt agreements⁶⁷.

By informing and supporting democratic values that are usually connected with an interference, they can also contribute. In encouraging freelance media and journalism, it will play a particular role mainly based on sound printed media principals. Typically, being economically and politically independent of the government is a lot of difficult for domestic press. That implies that in the violent part of the war it is extremely difficult for domestic media not to be sucked into the war. Global media could act as a short term alternative to domestic media in conflicts wherever domestic media are severely prevented in these kind of situations. This often involves not only mediating well-censored data, but also acting as a guarantee for native journalists. To do this plausibly, however, the global media itself should be organized in accordance with democratic values, which is not the case on an ongoing basis.

⁶⁷ Jakobsen, P. V. FThis often involves not only mediating well-censored data, but also acting as a guarantee for native journalists*Journal of Peace Research* 37 (2), (2011) 131-143

1.6.5 The General Role of Media in Conflict

According to Virgo view it is said that learners and scholars have researched more on political, social problems with little or no attention to conflicts.⁶⁸ Furthermore, impact of media when it comes to conflict resolution is seen due to lack of discipline within the political class.

In 2001, agreeing to the Conflict Knowledge Project (CDP), an data gathering task on criminal organizations and military battle, City University, Sweden, it is estimated that 34 armed conflicts were going on in the world; a range that approximately represents the prevalent amount of continuing conflicts between mid-1990 and 2001, as well as armed conflicts between Eritrea and Ethiopia.

In terms of destruction, human deaths and sufferings, the overall data overview of armed political clashes offers a fundamental knowledge of the true today. Many learners insisted that the financial system has a crystal rectifier to specific qualitative modifications in violent conflict features and dynamics. Some, like Kaldor, claim that it is the uprising in information technology that has a crystal rectifier to a particular range of financial processes throughout the 1980s and 1990s that successively has a crystal rectifier to the need to define what we expect as media and conflict.⁶⁹ While the media will give the strength of violence to the U.S., wherever they are fought, why and the World Health

⁶⁸Ibid Viggo, M. (2011).

⁶⁹ Kaldor, S. (2001). media will give the strength of violence to the U.S., wherever they are fought, why and the World Health.

Organization will fight, the greatest disadvantage of media impact on people that eventually determines the direction of conflict has not been determined.⁷⁰

Most violent conflicts are uneven in personality, with most of them presenting themselves at state boundaries at intervals. In particular, what is needed to illustrate the role of the media is to win the "hearts and minds" of the people. As a consequence of the state's continuous military superiority, non-state actors are enthusiastic about warfare, which involves influencing people's attitudes and perceptions through the media, for example.

The media have a terribly complicated role to play, which political decision-makers and the military, unfortunately, commonly taken as a right. Decision-makers generally detect statements claiming the dramatic impacts of the media. In political disputes, political professionals, and even scientists, most often suppose the outcome of news stories. Sixty-fourth of the yank army officers still thought that the press had the primary accountability for wasting the war effort in Vietnam in 1995.⁷¹

The recent increase in democratization is another side that has the necessary consequences for media in violent conflict. It began before the war ended, but since then a "fourth wave" of democratization has begun.⁷² During a complex technique of re-adapting old political systems and trying to incorporate democratic principles and standards, democratizing nations are concerned. It is essential for democratization to incorporate associate degree with editorial and economically independent, responsible and philosophical media. Political

⁷⁰Ibid Kaldor, S.

⁷¹Ibid.

⁷²Ibid.

change usually induces optimism and provides distinguishing opportunities for distinct teams in society that are rarely marginalized, whereas, on the contrary, individuals who manage authority might find it disturbing or out of the issue of giving up⁷³. Rental can generally even pose a danger to individual safety. In a scenario like this, media could play the unseen associate degree function of separating the social station teams in society. Majority of African conflicts are caused by discriminating the marginalized which is dominated by those in leadership positions.⁷⁴ In addition to that, this unintended media influence on conflict has not been sufficiently illustrated.

Television has been thought-about to be the foremost vital supply of reports for the community, and probably, the foremost authoritative inspiration on voxpopuli itself. In 1950, a television in America was only 9% of households in hand. By 1966, this figure had risen to 93%⁷⁵. This revolution was not to mention the Vietnam War, in which the yank army got involved in restoring peace. Since there has been no military limitation, reporters could fight the military and submit their results without formal restrictions.⁷⁶. Thus, as reporters saw extra macabre fighting, they gave extra graphic images to the general public. By the autumn of 1967, 90% of the broadcast each evening was allocated to the conflict and about 50 million individuals were watching broadcast and skim magazines every night.⁷⁷ The outcome was decreased assistance from the general public and Congress for

⁷³ Ottaway, R. S. (2007). Dateline Capital Hill: The New Majority's Foreign Policy. US Foreign Policy No. 101, Winter(96), pp. 159-169.

⁷⁴ Dijk, V. (2007). Television has been thought-about to be the foremost vital supply of reports for the community.

⁷⁵Ibid Bonior, D., et al., 2017.

⁷⁶Ibid .

⁷⁷ Bonior, D., Champlin, S., &Kolly, T. (2004). The vietnam Veteran -A History of Neglect.New York: Preager.

the North American nation's foreign intervention policy.⁷⁸ This shows the media's convincing authority to shape attitudes and influence choices.

The other most strong media actions throughout the conflict were Life Magazine's decision to fit in one issue of its magazine with pictures of 242 North American nation troops murdered in a week of fighting in Vietnam.⁷⁹ It was this kind of report that inspired the commander of the North American country troops in Vietnam, General William Westmoreland, to indict the press of serving to induce an end to the National Liberation Front.

The 1990's philanthropic intermediation into African nation, junction rectifier by the North American country, was as a result of the impact got from the media since there was no proper planning. The media has a number of solutions that can be implemented in managing the situation as confirmed by Archangel Howard that noted the fact that "televions can be a source of solution to conflict"⁸⁰.The CNN result has been a source of influence in contributing towards Western crisis solutions by compelling Western influences to participate in regional conflicts militarily.⁸¹

The causative tool of the CNN impact is sometimes planned within the system below:
Media reporting (published and television) of distress and mayhems → reporters and opinion front-runners request that Western administrations do one thing' → the (public)

⁷⁸ Howard, R. (2003). Archangel Howard that noted the fact that "televions can be a source of solution to conflict.

⁷⁹Hallin, D. C. (2006). *The Uncensored War: The Media and Vietnam*. London: University of California press.

⁸⁰Gowing, N. (2004) *jaounals* 2001 pp112-118.

⁸¹*Ibid.*

force develops unendurable → Western administrations do somewhat⁸². Many request manufacturers have season confidence to the current read.

Because of this forced intervention, the U.S. had taken a transparent position on African nation and therefore couldn't begin getting ready the America public for his or her role, period and ultimate closing of its commitment in African nation. The results of this intervention were so much reaching. For example, the light of pictures of dead servicemen caused a strong impact on the general public supplying pressure to the state to withdraw troops⁸³. So, during this case, the media was inserting AN otherwise unnoticed policy issue on the agenda, and nearly forcing the administration to react. Therefore, what's typically termed because the Quite often, "CNN effect" is needed to mobilize pressure on (Western) countries to behave. However, the study didn't specify that variable of human factors were largely affected⁸⁴.

Television reporting is therefore a robust inspiration in drawback identification that successively helps to form the policy plan. However, TV doesn't essentially dictate policy responses⁸⁵. Also, the media doesn't essentially specific the needs and vision of the general public. More often, it serves to form their desires. Therefore, if governors do react to the media during a direct fashion, they move even more faraway from voxpopuli than they could be otherwise. In essence, the media will serve to form each voxpopuli and government policy, however needn't do either thus blatantly and unthinking. As well, the

⁸² Shattuck, J. (2006). Therefore, what's typically termed because the Quite often, 169-175.

⁸³Gowing, N. (2004)the light of pictures of dead servicemen caused a strong impact on the general public supplying pressure to the state to withdraw troopsWorking Paper 94-1.

⁸⁴Zartman, W. (2005). TV doesn't essentially dictate policy responses, Vol 1(no.1), 8-18.

⁸⁵Wolfsfeld, G. (2001). U.S. Institute of Peace Press.

media mustn't be relied upon for influence on either party, as its resources are restricted, then is that the breadth of its attention, even perhaps additional thus than the final public⁸⁶.

History has shown that media are going to provoke people to violence. Adolf Hitler used the media to hate Jews⁸⁷. Hitler's Minister of Info, Joseph Goebbels, mastered the most efficient mass coercion effort, trusting strongly on info communications in signal soundtrack and radio propagation.⁸⁸ He elicited the trade to supply cheap radio sets, put in public-address system in public spaces and directed, radio supervisors' to watch the employment of these radios⁸⁹. The German radio viewers doubled from 4.5-16 million amid 1933 and 1942.⁹⁰ The Nazis put down the use of catchphrases and bold-colored artworks, but the use of city assemblies that aroused the mental craze and support of Adolf Hitler most significantly shaped. In addition, the city protests were published in Nazi news clips and submitted across the European nation to the public.⁹¹

Electronic and medium helped encourage ethnic conflict and emotion that resulted in violence in the Balkan conflict of 1992-5. While the specific spread of hatred communications was uncommon, the additive effect of prejudiced attention intensified the

⁸⁶Twaweza Report. (2008). Washington: World Bank.

⁸⁷ Vladimir, B., & Schirch, L. (2007). The Nazis put down the use of catchphrases and bold-colored artworks, but the use of city assemblies that aroused the mental craze and support of Adolf Hitler most significantly shaped (Issue No. 6).

⁸⁸ Cole, E. (2008). media during a direct fashion, they move even more faraway from voxpopuli than they could be otherwise.

⁸⁹Ibid Jowett, G. S., & O'Donnell, V. (1999)..

⁹⁰ Thompson, A. (2007). In essence, the media will serve to form each voxpopuli and government policy: Pluto Press.

⁹¹ Jowett, G. S., & O'Donnell, V. (1999). History has shown that media are going to provoke people to violence. Adolf Hitler used the media to hate Jews, CA: SAGE.

emotion for a longer period of time.^{92;93}. Broadcasters fragmented indigenous groups wherever aggression became an appropriate instrument to address grievances.⁹⁴ More than one hundred fifty thousand were killed within the European nation warfare between Serbs, Croats and Bosnians. The Peace Treaty in the urban center concluded the violence in 1995 by setting up a tentative, universally run administration responsible for implementing peace (the High Representative's workplace, OHR). One of the original estimates of the European nation dispute by OHR was that each of the three parties of the dispute used radio and TV broadcasting to achieve their war objectives and change their opponents^{95, 96}.

The African continent has been struggling with many political uprisings in Arab countries over the previous two years. It was asserted that a number of these uprisings were designed and escalated by the broadcasting. Viggo studied the title role of the broadcasting in fashionable disputes as a case study of the Libyan war.⁹⁷ Particular emphasis was put on the faults of the media in their reporting and evaluation of the war. The Libyan revolution was settled on the side of the rest of the Arab world's revolutions. What the press did not specify was that the Libyan revolt was, from the outset, violent in nature, not like the revolutions of Egypt or the African country. Viggo concluded with regard to the capture and subsequent killing of Muammar Gaddafi on Gregorian calendar month 20, 2011 that media facilities in conflict cannot be assumed⁹⁸. For example, giving an opinion on the

⁹²Sadkovich, J. (2008). The German radio viewers doubled from 4.5-16 million amid 1933 and 1942: Westport.

⁹³Ibid Buric, A. (2009).

⁹⁴Ibid

⁹⁵Buric, A. (2000). The German radio viewers doubled from 4.5-16 million amid 1933 and 1942.

⁹⁶Thompson, A. (2007). The Nazis put down the use of catchphrases and bold-colored artworks: Pluto Press.

⁹⁷Viggo, M. (2011). In addition, the city protests were published in Nazi news clips and submitted across the European nation to the public.

⁹⁸Viggo, M. (2011). Electronic and medium helped encourage ethnic conflict and emotion that resulted in violence in the Balkan conflict of 1992-5.

speed and tech with pictures of the case documented on electronic devices relayed around the universe via online platforms and broadly broadcasted before Qaddafi's death was verified and directly spurred worldwide discussion about the specific conditions and legitimacy of his killing, the media claim a role to play in reconstructing peace and de-escaping.⁹⁹

In d'Ivoire on 2010 general election, the media landscape was full of partisan polemics and information from contrasting gatherings and incitement to vehemence, while broadcasting persons themselves were common victims of violence and intimidation¹⁰⁰. At the verge of post-election conflict resulting the proclamation of the consequences of the presidential elections, each presidential candidate Laurent Gbagbo and Alassane Ouattara used medium and public television as an information tool and a way to mobilize their citizens against their opposing teams¹⁰¹. The media played a major role for the crisis during that time and also experienced a mass displacement and destruction of public property and financial decline as well¹⁰².

A characteristic of the Ivorian warfare was a power-struggle between forces backing Gbagbo and Ouattara to manage the media. In response to the pro-Gbagbo biases of the state-run Radio tvIvoirienne (RTI), that is that the most generally accessed supply of stories within the country, the Ouattara camp created tv shelter d'Ivoire (TCI) in early 2011¹⁰³.

⁹⁹Ibid Vladimir, B., & Schirch, L. (2007)

¹⁰⁰Ibid

¹⁰¹ Graber, D. A. (2002). Broadcasters fragmented indigenous groups wherever aggression became an appropriate instrument to address grievances: Macmillan.

¹⁰²More than one hundred fifty thousand were killed within the European nation warfare between Serbs, Croats and Bosnians.

¹⁰³Ibid Abdi, F., & Deane, S. (2008).

Both tv shops encouraged violence against fellow competitors, This proves the fact that media plays a major role when it comes to election violence and peace as well.¹⁰⁴.

Hate speech in the Central African Republic via the broadcasting and beleaguered outbreaks during 2013 were accountable to worsen, with precise instance, a factional weather that occasioned in the dislocation of about 1,000 persons and 75,000 refugees.¹⁰⁵ Inside AN's ,hatred language influencing retaliation amongst Christian and Muslims anti-balaka teams achieved prominence in broadcasting and internet stages and it became simpler for members of each community to take the opposite cluster as individually responsible for acts of violence¹⁰⁶. The effect of emotion through the media could spread to further noticeable extremes on the far side of discrimination, as in DRC wherever it initiates inter-ethnic wars to last¹⁰⁷.

In Uganda, insufficient media reporting has been attributed to the dispute in Northern Uganda where the fighting among the UPDF and LRA has not stayed properly enclosed for more than twenty years.¹⁰⁸. This has established the international community's difficulty in intervening. Similarly, disputes in Darfur and Somalia as well were undercoated till lately when they hit the features of the planet. Okumu evaluated the global broadcasting for failing to properly address the snowballing battle state in Rwanda, which resulted in the

¹⁰⁴Reporters Without Borders. (2011). More than one hundred fifty thousand were killed within the European nation warfare between Serbs, Croats and Bosnians

¹⁰⁵Amisi, B. (1997). The Peace Treaty in the urban center concluded the violence in 1995 by setting up a tentative: Sage Publisher.

¹⁰⁶ Betz, M. (2004). One of the original estimates of the European nation dispute by OHR was that each of the three parties of the dispute used radio and TV, Vol 1.

¹⁰⁷ Chretien, S., Spurk, L., & Christopher, J. (1995). The African continent has been struggling with many political uprisings in Arab countries over the previous two years.

¹⁰⁸ Okumu, R. R. (2007). Viggo studied the title role of the broadcasting in fashionable disputes as a case study of the Libyan war.

international community's absence of timely action.¹⁰⁹. Indeed, he argues that additional comprehensive and objective reportage concerning the Rwandan struggle may have prevented the 1994 race murder. This research too failed to state however the media impact humans to resort to conflict.

Tensions often times step up in things wherever info is scarce^{110,111}. Offering a spread of knowledge that covers a spread of facts, views and opinions would thus be a de-escalating live. 'The media can't be neutral towards peace'¹¹². Whereas this would possibly oppose the media skilled objectiveness on top of everything else, they have to understand that the method during which they report on and a couple of sure battle will radically have an effect on the viewer's awareness of the case and so could affect additional growth¹¹³.

Media has additionally remained utilized in many circumstances to market harmony and understanding. As an example, in Northern African country, broadcasting has been accustomed produce the good for the individuals to market peace¹¹⁴. Mega FM has been promoting harmony with beneficial impacts in the North African country since 2002. Additionally, evidence indicates that the station is competing significantly to encourage members of the LRA to return from the bush. Struges any observed that the management of the LRA was stimulated to focus on the location and on various occasions joined the radio

¹⁰⁹ Okumu, R. R. (2007). The Libyan revolution was settled on the side of the rest of the Arab world's revolutions.: (Unpublished Report).

¹¹⁰Ibid.

¹¹¹ Graber, D. A. (2002). Viggo concluded with regard to the capture and subsequent killing of Muammar Gaddafi on Gregorian calendar month 20, 2011.

¹¹² Gilboa, E. (2002). In d'Ivoire on 2010 general election, the media landscape was full of partisan polemics and information from contrasting gatherings and incitement to vehemence.

¹¹³Heiber, A. (2001). At the verge of post-election conflict resulting the proclamation of the consequences of the presidential elections.

¹¹⁴Struges, D.(2007). The media played a major role for the crisis during that time and also experienced a mass displacement and destruction of public property and financial decline as well.

chat show speaking shows and commanding conversations with members of administration and civil groups, an honest step in creating peace. Therefore mass media compete a job in making peace¹¹⁵.

Open Broadcast Network abbreviated as (OBN), a broadcasting set-up recognized in European country 20 years past, is one among the foremost bold and earliest intentional media makes an attempt to scale back fierce encounter. To date, it continues the only broadcasting system set up in contributing to harmony and understanding. OBN was a creation of the 1995 Dayton Peace Arrangement, when Croats, Serbs and Bosnians came to struggle to end their three-year fierce battle by setting up a conditional, globally-run body (the High Envoy's workplace, OHR) responsible for the implementation of peace. Following the original estimates of the European nation dispute that data was instrumental in distributing hate messages through ethnic television stations that incited and fired the conflict.

Succeeding the early valuations of the European nation battle that info, over racial televisions, was instrumental in scattering communications of hatred that incited and burning the war, the OHR industrialized and encouraged “neutral media” to combat dogging info.¹¹⁶ Since then, by specializing in community leaders' attempts to advance peace through violence, OBN has promoted peace journalism. It is also a pioneered range

¹¹⁵Struges, D.(2007). A characteristic of the Ivorian warfare was a power-struggle between forces backing Gbagbo and Ouattara to manage the media.

¹¹⁵Struges, D.(2007). In response to the pro-Gbagbo biases of the state-run Radio tv Ivoirienne (RTI), that is that the most generally accessed supply of stories within the country.

¹¹⁵Struges, D.(2007). Both tv shops encouraged violence against fellow competitors.

¹¹⁶Sadkovich, J. (2008). This proves the fact that media plays a major role when it comes to election violence and peace as well.

of programs directed at fostering cross-national knowledge. The programs offered reasonable reconciliation and return recommendations. OBN publishers flatly refused to use the noticeable nationalist bias of various networks carrying out literal, on-air reading of partisan press releases; coverage of rhetorical press conferences by parties; and unchanged open letters¹¹⁷. The news and information division of OBN usually sets norms for expert reporting by avoiding several comparable pitfalls of war journalism, but takes measures to promote peaceful reconciliation¹¹⁸.

Search for basis (SFCG), a U.S. based mostly nongovernmental organization managing war as the term suggests, conflict management is aimed toward managing conflicts so they are doing not worsen. Mwagiru asserts that conflict management as a term ought to be wont to seek advice from any management method by that parties to conflict are inspired to come back along and do one thing concerning their conflict¹¹⁹. Several tools are wont to facilitate in conflict resolution and management, starting from arbitration, judicial settlements, negotiations, mediations. Galtung claims that conflict management concerns the neutralization of the evil party and appreciates the unused sensitive aspect¹²⁰. Effective war controlling needs timely cautioning with analysis, timely hearing with projection and initial therapy intervention. Real conflict management cannot accommodate personal interests and in a perfect scenario, conflict management ought to be done by actors United Nations agency don't have any ulterior interests in an exceedingly explicit outcome of a conflict.

¹¹⁷Ibid .

¹¹⁸Slachmijlder, L., & Nkurunziza, N. (1972). Hate speech in the Central African Republic via the broadcasting and beleaguered outbreaks during 2013

¹¹⁹Mwagiru, M. "In Uganda, insufficient media reporting has been attributed to the dispute in Northern Uganda where the fighting among the UPDF and LRA has not stayed properly enclosed for more than twenty years." 2000: p43

¹²⁰ Galtung, J. "Indeed, he argues that a additional comprehensive and objective reportage concerning the Rwandan struggle may have prevented the 1994 race murder:2007:p27-32.

Jones et al. argue that conflict is often resolved functionally by compromise or cooperation between those engaged. Conflict management methods increase people's awareness and skills on the sources of conflict on the people embody increasing awareness of sources of conflict by improving diversity, work rotations, temporary tasks and victimizing ongoing transfer or dismissal when needed; ways targeted on the complete organization embody dynamical a company structure or culture and fixing the supply of conflict¹²¹. With the recognition, acknowledgement, and management of conflict an exceedingly correct manner, personal and structure advantages can result¹²². While some executives see conflict as one thing that should be prevented in the slightest degree prices, others see conflict as exhibiting interesting opportunities when managed in an overly favorable, constructive manner.

Social media could even be a solid instrument with a global focus on armed conflict and international humanitarian law (IHL)¹²³. Because of its scale and also the capacity to reproduce information in a simple and exponential manner, as we tend to see with the wide audience of the Kony 2012 video, social media is useful for fast and efficient business events and information that can create public interest, support campaigns and coaching about the law¹²⁴.

¹²¹ Jones, G.R., Gorge, J.M., Hill, C.W.L. "Offering a spread of knowledge that covers a spread of facts, views and opinions would thus be a de-escalating live.

¹²² Silverthorne, C.P. "Media has additionally remained utilized in many circumstances to market harmony and understanding., 2005:p738-740

¹²³ Terzis, G., &Melone, S. (2002). Additionally, evidence indicates that the station is competing significantly to encourage members of the LRA to return from the bush.

¹²⁴Koni, D. (2012). 1995 Dayton Peace Arrangement, when Croats, Serbs and Bosnians came to struggle to end their three-year fierce battle by setting up a conditional/

1.6.6 Perceived Media Role in Kenya

The Kenyan mass media has compete a major role in economic, social, political and academic problems poignantthe states otributary vastly towards development. However, this has go together with disgust particularly in political problems ensuing into violent conflicts¹²⁵. The invisible role of media in Republic of Kenya can't be assumed given its prestigious power. For example, throughout the 2007 general elections, the mass media could have played a positive role by supporting the efforts of the ECK to believe in free and honest elections. Indeed, through extensive coverage and broadcasting, the press created common domestic and global view, attitudes and procedures towards various political parties, presidential candidates and major issues throughout the election campaigns in the Republic of Kenya.¹²⁶ In addition, mass media may have additionally compete an important role as a tool for education by supporting the civic teaching programs conducted by numerous civil society organizations¹²⁷.

Apart from the positive roles, media may have competed negative roles towards the cause and step-up of election violence. As would be deduced from Republic of Kenya throughout 2007 election coverage, media depicted a volatile political setting marred with detestation, violence, and a stiff race between two protagonists through biased coverage. What is more, major media homes like NTV and KTN foreseen a blemished and extremely manipulated election to favor the ruling party. Therefore, the perceived commit to bungle the vote

¹²⁵Ibid Ibrahim, D.,& Jenner, J. (2007).

¹²⁶ UNDP. (2008). Succeeding the early valuations of the European nation battle that info, over racial televisions.

¹²⁷Mbeke, P. (2009). Since then, by specializing in community leaders ' attempts to advance peace through violence.

tallying exercise by ECK solely served to verify the prediction of the media¹²⁸. This actually might have prompted the PEV¹²⁹.

In most media, it generally appeared that there was a lack of competent behavior before and through post-election violence. At the beginning, most press accounts appeared to be incorrect, unbalanced and unfair. Fact verification has always been desirable and victims of the war have been handled as statistics and not as identities¹³⁰. Additionally, the press homes appeared amateur in the way they treated the election results discharge. The most negative role that media may have additionally vie throughout the PEV was making emotional charm to audience through false statement of facts. This situation was fully fledged once completely different media homes, counting on their political and ethnic affiliation, rumored similar occurrences otherwise to arouse their listeners" emotions. Consistent with Otieno in his study titled "Mobile telecommunication and Democratic Elections in Kenya: A case of 2002 Elections. 'The absence of a standard ground report amongst media homes may offer ground for failure to denounce inhuman acts committed throughout conflicts¹³¹. As will be inferred from 2007/08 PEV, the absence of a standard ground report by native media homes, because of political or/and ethnic affiliation, may have inspired conflict adversaries to set up for revenge attacks that could have escalated the conflict.

¹²⁸ KNCHR. (2008b). The news and information division of OBN usually sets norms for expert reporting by avoiding several comparable pitfalls of war journalism.

¹²⁹ KNCHR. (2008). Mwangi asserts that conflict management as a term ought to be wont to seek advice from any management method by that parties to conflict are inspired to come back along and do one thing concerning their conflict.

¹³⁰ Howard, R. (2003). Galtung claims that conflict management concerns the neutralization of the evil party and appreciates the unused sensitive aspect.

¹³¹ Otieno, I. (2005). Real conflict management cannot accommodate personal interests and in a perfect scenario, conflict management ought to be done by actors.: A case of 2002 Elections. Reactivism Journal.

Despite these negative roles, media additionally vie a positive role throughout the 2007/08 PEV. Mutua's primary essential function was to act as a voice for the voiceless in society. This was achieved by emphasizing the universal society's inequalities all over the conflict for action, thus giving government understanding of near war and post-conflict scenarios¹³². For example, the global broad casting extensively covered the 2007/08 PEV vocation for the international community's intervention to place compression on characters to polish the battle. Likewise, the impact of media can't be undermined in a very conflict scenario. Although not comprehensively mentioned, the role of media in Kenya will be clearly deduced or inferred from their conduct previous, throughout and when 2007/08 PEV. This Brobdingnagian media impact has prompted the study to scientifically justify their role in conflict things.

In summary, this literature review indicates that the mass media coverage of conflict, together with conflict management has discovered that the revolution in data technology from Sixties to this headed to the requirement for a definition of what we predict of as broadcasting and war. The opposite facet of media in violent conflict particularly in a very democratizing establishment is that the use of 'opposition metaphors' ('us' vs, them'). They will jointly engineer conflict response through what is called the "CNN effect. In addition, the media will serve to form each voxpopuli and government policy. a number of the perceived media's inadequacies in its coverage and investigation of the Kenyan conflict were paired values reporting, false statement, encouraging hate speech that induced ethnic hate and bad blood, absence of skilled conduct, making emotional charm to audience

¹³²Mutua, A. N. (2001). Conflict management methods increase people's awareness and skills on the sources of conflict on the people embody increasing awareness of sources of conflict by improving diversity

through false statement of facts and choice of songs vie throughout conflict among others¹³³. Lastly, Heiber showed that broadcasting belongings to the spectators depend on numerous influences like people, ethnicity, social situation, age, sex, temperament, legal status, status, party affiliation among others that conjointly forms the background of the study¹³⁴.

1.6.7 Gap Analysis

It is true that media plays a needed role in the self-correcting mechanism of a democratic system, and while any democratically elected government may have drastic penalties for public data. Munyua acknowledges that tensions have escalated as radio, mobile phones and the Internet have become an extra potential for political debates that have taken on an ethnic dimension and a political bias on a scale that was no longer qualified before¹³⁵.

Despite this role of media, minimal studies have been done to establish the extent to which media accessibility, media coverage, positive and negative role of media influence conflict prevention. Therefore the study attempts to fill this gap.

1.7 Justification and Significance of the Study

The media is well thought-out to be the 4th pillar of the social order after the decision-making, judiciary and the legislature. This is because it plays a critical role in disseminating information and creating peoples perspective and instilling lifestyles.

¹³³ International Crisis Group 2009.

¹³⁴Heiber, A. (2001). Social media could even be a solid instrument with a global focus on armed conflict and international humanitarian law.

¹³⁵Munyua A. (2016). Because of its scale and also the capacity to reproduce information in a simple and exponential manner, as we tend to see with the wide: VL - 1: 10.1080/23738871.2016.1249898.

Therefore the media is a major influence on everything in the human life in the modern society because it influences the attitudes, choices, thoughts, lifestyle and decision making among other things through its information, education and entertainment. Because of the important role and power that the media has in the society, it could be manipulated easily to cause conflict or lead to peace building. This would depend on the objectivity or subjectivity of its reporting.

As a result, elections are generally surprisingly competitive and no space for loosing among the contestants, especially in African countries. Therefore, what media feeds the mass during such an emotive season could easily be consumed as true leading to action. In this regard, studying on the role of the media in such a period with regard to conflict is important because it allows all the stakeholders and peace builders to know the cause and solution for conflicts. The focus of this study is on the role of mass media in the conflict management citing 2013 general elections as the main case study.

This study is important because it adds to the body of research because other researchers could use to build their research gap based on the results. It would also help the government and state could formulate policies that enhance media freedom and responsibility.

1.8 Theoretical Framework

1.8.1 The Social Responsibility Theory

The (SRT) illustrates that, the press has an obligation to general society. This hypothetical approach is an aftereffect of broadcasting and media morals. This hypothesis makes a stage

to make media detailing honest, precise and objective consistently. Validity is the establishment of this theory and, to be trustworthy, media experts try to reveal the nobility, safety and privileges of all, however much as could reasonably be anticipated to be socially reliable, simple and sensible¹³⁶. This hypothesis was started and proclaimed in the American set up and the activity was taken in the late forties. Likewise, the Hutchison warrant on Liberty of the Press, framed during the World War II, gave a model in which the media needs to play out some particular commitments towards society like truth, exactness, objectivity and equalization.

Under this hypothesis, media detailing will in general feature shameful acts inside the network and edify individuals on their privileges and benefits. The difficulty with this hypothesis is that as individuals turned out to be progressively edified, the more they push for their privileges through whatever means accessible, including utilization of brutality. The main reasoning behind media theory of social responsibility is that it is an increase in libertarian thinking as the media perceive their obligation to determine conflict through dialogue, and to promote overall conclusion, buyer activity, personal freedoms, and important social concerns. This hypothesis has its significant reason that opportunity conveys united commitments. The press has a commitment to be dependable to the general population. On the off chance that it isn't in this way, at that point some office of the open ought to uphold it. In this way, in impacting people, the ramifications of this hypothesis are sweeping to join and ascend against shameful acts.

¹³⁶Ibid

The Social Responsibility hypothesis draws the experts to account unbiasedly, fairly and frankly as an obligation. The featured philanthropic emergency succeeding the 2007/2008 PEV by television prepared the universal network to intercede. Therefore, this prompted consummation the contention. For instance, a few world characters, including African famous characters, directed by Koffi Annan, the previous Secretary General of UN, were amongst noticeable characters who mediated to get harmony Kenya. Furthermore, the MCK placed notices approaching Kenyans to evade viciousness and keep harmony just as calling writers to stick to moral models¹³⁷. Correspondingly, MCK additionally called for serene conjunction between adversary ethnic gatherings and assembled people, holy places and private area to give alleviation help to IDPS in previous Nairobi, Central, Rift Valley and Nyanza Provinces. These are a part of the media operations that under the hypothesis of social obligation could be thought to promote harmony.

Social obligation hypothesis is similarly connected to commercial communal responsibility. In end in this way, media doesn't latently hand-off data from sources; they hand-picked or discharge it as indicated by the truth of the day and its believability. All the substance depended to the open goes through quality check point according to the media houses rules. Without compelling rules on struggle delicate reporting, specialists are probably going to inject their very own predispositions in news analyses. The hypothesis hence impact individuals to join together and ascend against treacheries in this manner affecting clash aversion.

¹³⁷Ibid Mbeke, P. (2009)

of gender that is males and females, or cultural means of bias and belief or to some extent by religious perspective. The fact that humans or individuals are the main reason as to why impartial reporting is encouraged is the moderating variable because it has a possibility to bridge the association amongst dependent and independent variable. The study targeted toward achieving the dependent variable with indicators like (promotion of peace, increasing or decreasing of the broadcast).

1.11 Research Methodology

1.11.1 Introduction

The lookup methodology entails design of the study, population targeted, pattern size, design of the sample size, legitimacy and dependability of research tools. It further described the information series units that were used, approaches that were employed in amassing the lookup data, information evaluation and presentation of the research findings.

1.11.2 Research Design

The investigator used a descriptive design to fulfill the necessary objective of the lookup study. In preliminary and exploratory research, descriptive designs were used to allow the scientist to obtain, summarize, present and interpret data for classification purposes¹³⁸.

This design was chosen upon due to the fact the researcher ambitions to build a profile about the position of media on hostilities administration in Kenya with center of attention on the twenty 13 (2013) standard elections. Descriptive survey lookup was supposed to

¹³⁸Ibid Orodho, R. R. 2005.

produce statistical information, which is beneficial in the statistics researched¹³⁹. In this study, the descriptive research format was once required because it simultaneously enabled the assessment of exclusive factors and thus enabled the scientist to become conscious of the media's role in combat leadership in Kenya. Using the descriptive lookup format resulted in a stronger understanding of the studied phenomenon and helped to view issues and issues from the point of perspective of the studied phenomenon.

1.11.3 Research Site

The study was performed in Nairobi County, Kenya. This was selected for this learn because it is adversely affected by using political conflicts in Kenya especially the 2007/2008 and the hotly contested 2013 widely wide-spread election. The smallest but most populous of the counties, it is coterminous with the city of Nairobi, which is also the capital and greatest metropolis of Kenya. The county borders Kiambu, Kajiado and Machakos Counties. It has a populace of about 3.2 million people¹⁴⁰.

1.11.4 Target Population

Target populace was the complete team of individuals having frequent observable traits¹⁴¹. The populace targeted was within the range and it constituted of Nairobi county residence. The study targeted the media personalities placed in Nairobi County. According to CAK (2015), there are 22 Media Firms presently in the country. The study additionally focused the security, victims and perpetrators of the PEV.

¹³⁹Ibid Lee (2007)

¹⁴⁰Ibid KNBS, 2009

¹⁴¹Ibid Mugenda and Mugenda (2013)

1.11.5 Research Sample Size

The study employed mixed sampling techniques approach. The method combined both stochastic (stratified simple random), and non-stochastic (purposive and snowball) sampling approaches. Convenience sampling was once used in determination of administrative counties one every from the sampled county.

The number classes of samples was once derived from media, security, victims and perpetrators of the PEV. In the selection of the samples, the place of find out about influenced the sample size.

In the area of media, the researcher used simple random sampling and identified six media personalities. They were drawn from media houses including Citizen, KASS, Changei, Inooro, NTV and KTN. The researcher chose one media personality for every sampled media house.

For the protection personnel, the researcher used simple random sampling to identify a number of security officers and protection directors at the county levels. The researcher considered 8 officer/administrator. This enabled the researcher to gather enough information on the security situation before, during and after the 2013 general elections.

For the victims and the perpetrators of the violence, the researcher used snowball sampling by identifying victims group's chairpersons who led to other groups and victims in their groups. In total, 137 victims were interviewed to gain information on the 2013 PEV

including causes, effects, perpetrators and peacemaking mechanisms. This accounted for 88% of the targeted respondents.

The researcher used 373 respondents drawn from 12,795 people in the eight sampled counties as distributed. The sample measurement was computed using sample measurement formulation as prescribed below:

$$n = \frac{z^2 pq}{d^2}$$

Where: n = anticipated sample size; z = STD at the required confident level; p = proportion of target populace estimation; q = 1-p; and d = level of numerical insinuation set.

Hence, the computed pattern dimension from a population of 12,795 at 95% confident stage and 5% assured interval was once 373. Equally, Barley (1987) contends that the minimal vast sample measurement is 30 instances whereas Guthrie (2010) notes that a sample of 30 generally gave consequences comparable to a normal distribution, though such used to be excellent for small studies. For larger projects, the sample dimension between 30 and four hundred for populations ranging from 30 to one million is ideal; hence, the sample size was justified on the above grounds. This sample size represents approximately 3% of the target population. The sub counties distribution will be worked on the weight proportion of the population size of counties.

1.11.6 Data Collection

The research was grounded on data collection primary and secondary data. Using a semi-structured questionnaire and interview guides with closed-ended questions expressed in line with the study's goals, the main data was collected. In examining the information, the open-ended issues facilitated the collection of factual documents for the resource. In my opinion, the investigator provided the questionnaires. A semi-structured questionnaire was used amongst the victims of PEV. Interview publications have been useful for getting detailed clench of the troubles beneath examination as a substitute than gauging these problems¹⁴². In-depth interview technique was used amongst media and hostilities management professionals. This worried a face to face interview to elicit special responses on media role in conflict management. Interviews had remained accepted out at the expediency of the defendants with a useful resource of audiotaping and word taking.

Other key sources of facts included newspaper analysis, TV productions and officials, and media and fighting management reports from non-governmental sources. Secondary data involves types of text and multimedia records. They were obtained from each printed and unprinted material such as books, newspapers, theses, tutorial documents, and television and radio coverage, primarily prior to and after the 2007 election.

1.11.7 Reliability and Validity

With 2 questionnaires, the researcher mounted the dependability of the actualities gathering device via a pilot knowledge about it and the evidence gathered was coded into the SPSS.

¹⁴²Ibid Rasmussen & Erik, 2002.

Professionals have been accessed to guarantee that the lookup tool is reliable and valid. The alpha coefficient of the cronbach (2004) was introduced to evaluate internal consistency. Once reliable and lawful, the tool was noted at a coefficient of 0.8. The study standardization was performed through a standardized look at the tool called the referenced Norm taking a look at synchronization. The investigator used the contented CVI-index in checking validity, which was previously scaled and modeled by means of calculating or positioning the correctness of the substances in the opinion poll by interpretation their soberness.

1.11.8 Data Analysis

The study used qualitative and quantitate statistics evaluation in illustrating connections amongst the find out about problem and theory. The facts collected were once crisscrossed for extensiveness and accuracy perceived through coding, organization and arrangements. Specifically, assessment of secondary material content material documents was performed for their significance, authority, and weak spot with respect to questions learning. In relation to a valuation of the part of broadcasting in Kenya 2007/08 PEV, a basic qualitative investigation of the fauna and scope to which media frequently disturb disputes was once created.

1.11.9 Data Presentation

After all statistics had been put together, the examiner conducted records cleaning, which involved classification of unfinished or inaccurate answers and corrected to strengthen the eminence of the answers. The lookup yielded both quantitative and qualitative data. Quantitative was analyzed the usage of descriptive facts and measure of central tendency

(modes fashionable deviation and means) qualitative statistics was analyzed the usage of thematic method.

Thematic analysis is normally used in evaluation of qualitative lookup. It emphasized the identification, examination, and recording of information patterns (or "themes"). Themes are samples across statistical units that are essential to a phenomenon's description and are linked with a specific issue of research.¹⁴³ The issues end up the classes for analysis. After the analysis, data was presented in frequency tables.

1.11.10 Ethical Considerations

A letter was obtained by the researcher from the University and then the researcher proceeded for seeking an authorization letter that allows him to seek a letter from the MoE. The researcher also applied informed consent; this was due to the fact that the study dealt with sensitive issues that some victims are yet to recover from. Therefore, the privacy and confidentiality of the respondents was put in the forefront in order to assure the respondents that even if they reveal more information the study would only use it for academic purposes only and not for any personal gain. The 2007/2008 PEV war was the main target as it left several homeless and a lot of property loss and displacements of many individuals¹⁴⁴.

In terms of making sure that the study anonymity is arrived at, the researcher used facts that were recorded and stored by various media houses apart from purely relying on the information got from the respondents. This was as a result of some respondents completely

¹⁴³Ibid Fereday, Jennifer; Elimear Muir-Cochrane, 2006

¹⁴⁴Ibid Gray, D. E. (2009).

refusing to participate in the study or refusing to be interviewed by the researcher. Therefore, an ideal explanation was given to the respondents before participating in the study and the researcher also made sure that all ethical norms were observed.

1.11.11 Scope and Limitation of the Study

The scope of this find out about is to find out about the function of media in battle management. The study was once carried out in Kenya with exceptional focus on the twenty thirteen (2013) universal elections. The most important hassle of the find out about should be unwillingness via some defendants to fill the investigation questionnaires. This may additionally be due to language barrier, lack of expertise of the study, lack of time or usual negative understanding of respondents. The researcher overcame this project by using growing a top rapport with the respondents to promote have confidence and reaffirmed confidentiality and anonymity where requested.

1.12 Chapter Outline

This study is separated into five chapters:

Chapter one: Introduction to the study. It units out the history content material of the subject of research, problem statement, hypotheses, goals of the study, learn about justification of the literature review, theoretical framework, learn about methodology and chapter breakdown.

Chapter two: Accessibility of media and the various types of media coverage on conflict prevention within Kenya.

Chapter three: The positive and negative role of media on conflict prevention with regard to violence during 2013 elections in Kenya.

Chapter four: Human factors (age, gender, social status, residence and religion) influenced by media towards conflict and conflict management in Kenya.

Chapter five: Research summary, study findings as the research objectives and recommendations of the study.

CHAPTER TWO

ACCESSIBILITY OF MEDIA AND THE VARIOUS TYPES OF MEDIA

COVERAGE ON CONFLICT PREVENTION WITHIN KENYA

2.1 Introduction

The previous chapter looked at the background of the study, the problem statement and objectives that drives this research. Moreover, it contains study justification, the Literature Review, theoretical framework and the study methodology to be used. This chapter covers accessibility of media. Furthermore, the chapter evaluates the various types of media coverage within Kenya.

2.2 Accessibility of Media on Conflict Prevention

Information is power and knowledge affects the discourse of the public. Through access to media, perceptions can be altered. Diverse categories of media are used worldwide to dispense information, and idealistically, free mass media could be an instrument for democracy and a signpost. Freedom of speech is not just the essence of a good press, but it is also a basic right and essential for a self-governing construction. In a very heterogeneous culture, it positions for liberty of expression, the right to info and therefore the illustration of diverse views. Actual and independent media are a significant half and indispensable in any culture of interference for communities seeking to bring about a shift to harmony and equality.

This declaration represents the need to access unbiased information free of charge. Not giving people the opportunity to participate in politics and not allowing them to freely specify themselves could be a crucial reason for conflict. Freelance and school of thought

media, on the one side, provide a platform for debate and completely distinct views. On the contrary, media can be distorted for info responsibilities, inciting hate and unfolding rumors and thus producing tensions unnaturally¹⁴⁵. Additionally, the communication of thoughts is not restricted to predictable broadcasting such as journals, television or radio. In this context, however, the conventional media takes on greatness, fresh techniques, online and digital thrilled should even be measured in this close-up.¹⁴⁶

Lack of understanding will create hopeless, restless, and easy to govern people at any point of a dispute. Flexibility in making well-versed choices reinforces civilizations and nurtures long-term financial processes, democratic structures and also favorable outlooks. For this terrible cause, the Millennium Declaration of the World Organization highlighted the necessity to safeguard the liberty of the press to fulfill their vital function and also the precise of the all-purpose public to have admittance to data.¹⁴⁷

Reporting doesn't would like rationalization for its reality. Its service to society is justification in itself. Broadcasting cannot solely facilitate to distribute data however conjointly counter hate-speech and build associate degree atmosphere of balanced opinions, associate degree data equilibrium¹⁴⁸. The search for equilibrium between stopping harm created by speech and protective personal expression may be difficult for the press. Having the capacity to seek this equilibrium, but especially in conflict matters, is very crucial. Accountable journalism is not just republishing media releases, but is genuinely engaged in a truthful, secure and honest justification of occurrences. In directive to understand that

¹⁴⁵Wolfsfeld,Gadi (2004) Media and the path to peace. p.8-10

¹⁴⁶Pankowski, Rafal (2007) How to Understand and Confront Hate Speech.

¹⁴⁷United Nations Millenium Declaration (2000)

¹⁴⁸Koven, Ronald (2004) An Antidote to Hate Speech: Journalism, Pure and Simple.

these reporters should refrain from judgmental depictions and designate realism minus embellishment¹⁴⁹. If equality is to function correctly, people need admission to broadcast and info; moreover, establishment assessment, discussion, sensitive data and exchange are needed and supplied by the press as distraction. It's not easy to define conflict zones and process conflict regions and there are no two dwellings similar. Reporters must acknowledge what they imagine in view to outline their project's goals¹⁵⁰.

The global press will attract global attention in the event of a catastrophe or clash. The mass broadcasting could be an omnipresent component of living standards, particularly in developed republics, and therefore be able to gleam bright on disputes anyplace in the globe. Subsequently utmost equipped battles have administrative and not international explanations lately, the parties are generally engaged in ensuring that the majority of people are on "their" facet, which carries a good deal of possible to misrepresent facts and attempt to take leadership over information allocation. For this terrible purpose, however, the involvement of impartial and unrestricted world press is essential not merely to the globe unrestricted but also to the openly impacted folks. However, the quantity of clashes that attract global attention is low; therefore, in this context, indigenous media is important¹⁵¹.

Journalists are not pulling away from harsh, delicate or awkward issues such as abuses of human rights. In this context, reporters are often considered to be helpers of all human rights defenders because they need to commit themselves to ethics and moral norms in

¹⁴⁹ Deutsche Welle – Global Media Forum (2009) Conflict Prevention in the Multimedia Age. p.69

¹⁵⁰Ibid

¹⁵¹Ibid

news, in addition to discussing the required methodological subjects that can be productive for all concerned¹⁵². In conflict management is aimed toward managing conflicts so they are doing not worsen. Mwangiri asserts that conflict management as a term ought to be wont to seek advice from any management method by that parties to conflict are inspired to come back along and do one thing concerning their conflict¹⁵³. Several tools are wont to facilitate in conflict resolution and management, starting from arbitration, judicial settlements, negotiations, mediations.

Galtung claims that conflict management concerns the neutralization of the evil party and appreciates the unused sensitive aspect¹⁵⁴. Effective war controlling needs timely cautioning with analysis, timely hearing with projection and initial therapy intervention. Real conflict management cannot accommodate personal interests and in a perfect scenario, conflict management ought to be done by actors United Nations agency don't have any ulterior interests in an exceedingly explicit outcome of a conflict apart from peace. Conflict management processes that employ military threats instead of peaceful means results in failure to achieve peace in civil societies.

Cohen and Gilboa assert that the media perform many functions in conflict resolution, illustrious principally as “media international relations” and media negotiator international relations¹⁵⁵. The aim of media diplomacy is that the restoration of confidence in

¹⁵²Ibid

¹⁵³Mwangiri, M. “media of thought strives to achieve these roles, it cannot disregard choice competition or sensational media

¹⁵⁴ Galtung, J. “In a state of political uncertainty, though political actors pass commonweal along, what is critically essential is not what they oppose.

¹⁵⁵ Gilboa, Etyan. "information is mainly collected, processed and disseminated within a very social group and becomes a matter of interest to the public.

establishments by giving the parties directly concerned in an exceedingly conflict a platform to tackle the contentious problems in a civil manner. The media conjointly offers a platform for opposing sides to handle one another while not essentially meeting face to face. Larson in Bercovitch, Kremenjuk and Zartman, states that tvAN example| for example} provides an immediate and timely interactive channel for diplomacy in which reporters often play an equivalent position with officials in the negotiation process.¹⁵⁶ The media will opt to highlight peace agreements and treaties rather than specializing in negative parts of conflicts. It is a platform for policy manufacturers to make national and international support for peace efforts throughout conflict scenario.

Newspapers in Kenya have a precise significant part to play in endorsing the cause of decent leadership. Good governance is a collection of concepts that fosters state legitimacy, transparency and responsibility while respecting human privileges and the decree of law. There is a need for Kenya to establish organizations that encourage good governance components, particularly in this age of devolution. Experiential proof suggests that adequate execution of communication operations can play a critical role in translating devolution goals to actual on - the-ground outcomes. Kenyan journals can teach people to give them the voice and devolution-based data. Democracy apropos governance needs individuals to have the right to understand the government's operations, particularly the government's decision that impacts their lives, liberty, and property. Information is important for individuals to make decisions about their state, market, and civil society involvement. Sufficient data enables individuals make sensible decisions and take advantage of the correct course of action. All of this helps to prevent conflicts. The Media

¹⁵⁶Bercovitch J, information is mainly collected, processed and disseminated within a very social group and becomes a matter of interest to the public.

(both print and electronic) thus, helps people to know what is happening around them, socialize them with the morals of progress and prepare them with the basics of innovativeness¹⁵⁷. The press also makes government facilities more responsive to individuals by disseminating data. In both demand and grant facets of governance, these alternative pro-reform processes occur. Communication connects citizens, civil society, the press system, and government at the structural level, creating a structure for nationwide communication through which informed public opinion is molded. Understanding the procedure and structural elements of conversation is critical to high quality governance in a country like Kenya.

2.2.1 The Public Sphere

The public sphere is a forthcoming astronomical, a locale in the interior culture where individuals form their philosophies about substances of communal apprehension, by partaking in a progression of public debate and cogent argumentation. Public opinion is a consensus reached through spirited debate and legitimizes the choices of the government. The role of the public sphere is that of a tool: it isolates problems of prevalent concern among people, deliberates on them, suggests feasible alternatives and then evaluates the choices taken by the organs of administration. Through the legislative process, public opinion is idyllically transformed into administrative power.

The private sphere of the life world is an area where citizens experience matters and problems at a personal level and this, therefore, ought to be the basis of the problems

¹⁵⁷Afful-Dadzie, E., &Afful-Dadzie, A. (2017). Open Government Data in Africa: A preference elicitation analysis of media practitioners. *Government Information Quarterly*, 34(2), 244-255.

deliberated in the public sphere¹⁵⁸. Private matters that necessitate jurisdictional directives should transpire from the private sphere, with the help of the public's relations which promote them to the public arena. The communal arena itself is an area of discussion where topics sponsored by multiple organizations are fighting for acceptance as topics of public interest, and actors representing different interests are fighting for entry to the argument. He considers the role of citizens' movements as essential not only in supporting problems affecting the personal sphere, but also in preserving and reproducing the public sphere by sustaining dialog itself.

Bidwell (2016) says that achieving top management requires every member and community to appreciate and participate. In order to make this achievement a reality, the media, their roles, channels and content are considered efficient enough. But an awesome array of current media channels and the content they provide cannot adequately take on this accountability because they are no longer available or low cost to all. Media work does not need to split people into the rich in information and the poor in information. In other words, there should be channels that serve the correct purpose of being conscious of the individuals and the public's activity, without managing it either through the country or business entities. Such channels should provide content material diversity to serve the multiple businesses of the society's people. In specific, content must be informative and helpful—it can then be transformed into information and wisdom that individuals can use to eliminate poverty, relieve hardship, and enhance the post-modern society's quality of life. This has the potential to fan conflict as different nations have different notions of what can

¹⁵⁸Bailard, C. S. (2016). China in Africa: An analysis of the effect of Chinese media expansion on African public opinion. *The International Journal of Press/Politics*, 21(4), 446-471.

and can't be said. At the same moment, worldwide media networks impact local audiences significantly, resulting in a mix of worldwide, local and 'local' data systems.¹⁵⁹

Kenya's founding father valued a free press and therefore ensured that the media practitioners of those days enjoyed such; unlike Tanzania's counterpart whose regime was interested in a strong, centrally controlled paper. Although the media operated in different situation, the content and style of reporting was similar, those days, most media houses used to spread propaganda. Although there was a press, most analysts noted that the media in the African set up experienced legal and administrative procedures and others threats of censorship. The editors in most cases had to exercise high levels of self-censorship leaving the public urge to get detailed information unmet¹⁶⁰.

During the regime of the retired President Moi, the successor of the founder father, the media did not enjoy much freedom of press as before because there were a lot of restrictions. This was even made worse because his rule was that of a unitary state, which was passed into law in the constitution that was promulgated in 1982. Due to many frustrations, it is during the same year that there was an attempted coup by factions of the public who were pleased with his rule at the time. This resulted to further restrictions of the media many arrests and imprisonment of journalists who dared bypass the then constitution. The state officials then viewed the media as a threat and an "enemy of development." Due to the attempted coup, the restrictions of the media were labeled as sanctions to the media that was trying to challenge the "arm of government." However,

¹⁵⁹BiNg, N. (2015). Kenya Decides: Kiswahili, social media and politics in Kenya's 2013 general elections. *Journal of African Media Studies*, 7(2), 165-183.

¹⁶⁰BiNg, N. (2015). Kenya Decides: Kiswahili, social media and politics in Kenya's 2013 general elections. *Journal of African Media Studies*, 7(2), 165-183.

civil societies and the church continued to lobby until there was the reintroduction of multiparty democracy in 1992¹⁶¹.

The rebirth of multi-party democracy saw the media drastically expand as a result of persistent calls from the Kenyan activists, civil society organizations and international community. It is due to the efforts of all the stakeholders who lobbied for multiparty democracy that the Kenyan media has been able to expand tremendously. Today, Kenya's local media is comprised of 118

FM stations¹⁶², more than 15 licensed TV stations¹⁶³, unconfirmed number of newspapers and magazines and social media that has overtaken the country with majority of the nation's population using the social media platform to advance debates¹⁶⁴. Most of the media houses use English and/or Kiswahili as the primary language of communication while others have explored the vernacular or the community-based language.

2.2.2 Media as Agents of Public Order

The press is responsible for telling the general public and politicians about domestic issues and advocating methods of pushing and defending human rights in any nation. The media are the general public's "eyes and ears" in their capacity as watchdogs. They are advocates of future rights abuse in society¹⁶⁵. While the media of thought strives to achieve these

¹⁶¹Patrick, K. M. (2017). Celebrating accelerated development via the mothertongue: the case of vernacular mass media in Kenya. *European Journal of Literature, Language and Linguistics Studies*.

¹⁶² <http://buzzkenya.com/radio-stations-in-kenya/>

¹⁶³ <http://buzzkenya.com/tv-stations-in-kenya/>

¹⁶⁴King, C., & Lee, H. (2016). Enhancing internal communication to build social capital amongst hospitality employees—the role of social media. *International Journal of Contemporary Hospitality Management*, 28(12), 2675-2695.

¹⁶⁵ Watson, J. (2008) *Media Communication: An Introduction to Theory and Process*, New York.

roles, it cannot disregard choice competition or sensational media. Usually, different presses are characterized by the production of info and falsehoods¹⁶⁶.

Dahal avers that a responsible press to decide whether or not the capacity of the opposing sides to engage in a social system is legitimate and in line with the demands of the people for peace, democracy and social justice or merely to resist the authority of each other to enact domestic strength¹⁶⁷. In a state of political uncertainty, though political actors pass commonweal along, what is critically essential is not what they oppose. However, information is mainly collected, processed and disseminated within a very social group and becomes a matter of interest to the public. This can be captured in the declaration by John Hartley that “the media defines what's right by describing what is wrong”¹⁶⁸.

2.2.3 Media as Mobilisers

In conflicting matters, the general public is desperate for information, certainty, and steering and management, while typically war may push the general public in search of peaceful alternatives. Conflicts could give possibilities for extra tensions in various instances, as demonstrated during this research. The general public relies on info media, whereas the press relies on the authorities to generate real updates. However, Dunsky points out that on disputes and shaping the peace agenda, the media on the continent have not been essential and analytical. To date, coverage of disputes in Kenya lacks tacit

¹⁶⁶International Council on Human Rights Policy (2002) Journalism and Media the challenges of human Rights Reporting.

¹⁶⁷Dahal, R. (2011) ‘*Conflict and Media*’, Friedrich Ebert Stiftung.[Online] Available at:<http://www.nepaldemocracy.org/media/conflict&media_freedom_drd.htm>

¹⁶⁸ Hartley, J. (1992). ‘*The politics of pictures: The creation of the public in the age of popular media*’.

rationalization of the root causes of problems and only reflects easy causative effect choices that do not provide appropriate responses to customers¹⁶⁹.

The media's vital function in reporting disputes is to deliver incidents correctly in a very truthful and balanced way. These values are usually used interchangeably and easily meaningfully, giving all sides an opportunity to express their views. There are, however, contradictory views on the media's role in social responsibility. In the absence of free and democratic structures, Lauk and Ochilo individually criticize this role as too idealistic. In short, the media will ignite conflicts through current "negative messages" in society, but it can also be a courier for peace, reconciliation and individual unity by being sensitive to inherent conflicts.^{170,171}.

2.2.4 Peace-building Media

Wherever the press has been useful in peace projects, there are beneficial examples, although once violent conflicts are over. Since 2002, Mega FM has encouraged peace in the North African country as a covered step on the way to peace by reassuring discussion amid groups of the Lord Resistance Army (LRA), administration and civil groups.¹⁷² Earlier on in 1995, Burundi's hunt for pulverized (SCG) inventiveness flung radio Ijambo ("wise words" in Kirundi) within the months culmination the race murder in nearby Ruanda¹⁷³.

¹⁶⁹Dunsky, M. (2003) 'Israel Palestinian Conflict: Roadmap to a Balanced media Picture' *In News Routes a Journal for Peace Research and Action* Vol 8, no 2. 9 -10.

¹⁷⁰Lauk, E. (2008) 'Freedom for the Media: Issues of Journalism Ethics in Estonia', *Changing Journalism Cultures: A comparative perspective by the Estonian Science Foundation, Vol 47.* 59-64.

¹⁷¹Ochilo, P. (1993). 'Press Freedom and the Role of the Media in Kenya', *African Media Review of African Council for Communication Education* Vol7, no 3.19-33.

¹⁷²Oriarie, M.P (2009).The Role of the Media in Conflict (Radio and Others) Report Presented to the Internews Network, Nairobi April, 2009.

¹⁷³ Gardner, E. (2001) 'The Role of the Media in Conflicts' in Reychler, L. & T, Paffenholz (Eds.) *Peace - building a Field Guide*, London and Colorado: Lynne Rienner.

Gardner claims that radio is a harmless harbor wherever Tutsis and Hutus operate along victimization radio as a "expression of confidence" to discover alternatives to end ethnic animosity.¹⁷⁴ Radio Agatashya ("little swallow" in Kinyarwanda) was created by the Hironnelle Foundation within the Lake Region to ensure peace and dialog between Rwandans returning from the mass murder plague. However, Dahinden portrays Agatashya's transmissions of facts with empty political voices, which have been efficient in encouraging the atmosphere of human rights¹⁷⁵. The Hironnellepress association has continued to report on the ICTR proceedings in Arusha African nation long when it became default following increasing conflicts within the DRC.

In short, since the first 1990s, media impact on society has drawn strongly involved global organizations in peace-building. Through engaging in reliable coverage, representing balanced views in its editorial content, the press will contribute to peace, and gap communication channels among sides in an extremely dispute. It can disinterestedly create and articulate the fundamental interests of battling factions. This allows the press to disseminate information that builds on stakeholder boldness in an excessively dispute.

2.2.5 Media as a Weapon of Conflict

History has it that, for over the years media has been used as a weapon that harms the right of people. Like doctors have been using the media as a fuel of emotion like in the case of

¹⁷⁴Gardner, E. (2001) *'The Role of the Media in Conflicts'* in Reychler, L. & T, Paffenholz (Eds.) Peace - building a Field Guide, London and Colorado: Lynne Rienner.

¹⁷⁵Dahinden, P. (2007). *Information in crisis areas a tool for Peace: A Hironnelle Experience*, in A. Thompson (Ed) Media and the Rwanda Genocide, London: Pluto Press.

Jews¹⁷⁶. RTLM and Rwanda's radio tv is said to have contributed towards spreading negative ethnicity that allowed the listeners in killing Tutsis that was termed as "cockroaches". The media again was said to be in the forefront of inciting race violence by airing on a live television desecrations that made others feel like action was to be taken in order to defend themselves against ethnic killing. This confirms that it is true media can be used as a tool to ethnic cleansing or killing.

This type of reportage additional typically than not provides a justification for folks or teams to require decisive action, as well as violence. The effect of the dispute as soon as 1990 was not reported by each national and foreign press in the Republic of Rwanda. Native media unheeded to report on political dissident massacres and individuals suspected of sympathizing with Tutsis¹⁷⁷. The role of the media within the Rwandan race murder was in nice dishonour of the legal and ethical principles of Journalism and human rights.

The media becomes a hazardous weapon by instigating a race murder campaign. Its global counterpart did not monitor the escalation of murders and portrayed the crisis as a civil conflict between the Tutsis and the Hutus¹⁷⁸. In Darfur conflict that was experienced in Southern part of Sudan. In the year 2003, the Arab media broadcasted on the atrocities that were experienced in Sudan. This was broadcasted under the title "Arab war" that was adopted by all other native broadcasters that worsens the situation at that time.

¹⁷⁶ Thompson, A. (2007) *Media and the Rwanda Genocide* (Eds), London: Pluto Press, Kampala: Fountain Publishers.

¹⁷⁷ Des Forges, A. (2007) *Call to Genocide: Radio in Rwanda, 1994*, in Thompson, A. *Media and the Rwanda Genocide*, London: Pluto Press, Kampala: Fountain Publishers.

¹⁷⁸ Chaon (2007). *Violence and the Media*, Philadelphia: Open University Press.

A good number of news anchors became the first suspects when in reference to Rwanda killings. The administrative authority or the people in power used RTLM and Rwanda radio in directing more manslaughter towards the Tutsis¹⁷⁹. In the court of Arusha RTLM gave solid evidence on how radio and television anchors thrived on using hate language that made the minority to be purely at risk which disadvantaged the Tutsis being at risk of attack. According to Thompson argument, the media is the main source of ethnic and racial conflict due to the fact that it has the capability of spreading hate within the shortest time possible. For example in Rwanda in comparison to the Balkans, that targeted in sharpening ethnic and sensitivities in politics. Thompson on the other hand narrates on the war experienced in Yugoslav and concluded that mobilizing of the populace was the main reason as to why conflict spread very first¹⁸⁰.

The above explained reasons shows media in both developed and underdeveloped societies. Hence the media advantages and disadvantages can be viewed as a doubled edged sword that cut across both sides of the coin. The media is capable of [upholding peace and at the same time capable of spreading hate. It is often used to unfolding information and manipulating government feelings. If the media is used responsibly, it produces a wise twenty culture that respects the liberties and rights of individuals. But, there should be a self-governing state to satisfy it a fragment of the cut price in guaranteeing steadiness and pleasure of such rights.

¹⁷⁹Kamilindi, T. (2007) "Journalism in a Time of Hate Media", in Thompson, A. *Media and the Rwanda Genocide*, London: Pluto Press, Kampala: Fountain Publishers.

¹⁸⁰ Thompson, A. (2007) *Media and the Rwanda Genocide* (Eds), London: Pluto Press, Kampala: Fountain Publishers.

2.3 Various Types of Media Coverage on Conflict Prevention within Kenya

2.3.1 Independent Media

The independent media include the Kenya Television Network and its well known newspaper, day by day Nation media, have the only extensive Kiswahili daily, Taifa Leo and operate Nation TV, Easy FM and QFM radio frequencies¹⁸¹. The Royal Media Services has become a power house for it is the home to a Television station that is ranked as one of the leading Television stations in Kenya and numerous ethnic radios across Kenya. These independent media run both in Kiswahili and English as official national language¹⁸². With the modern aggressive nature in Kenya's media industry, mainstream media has gained recognition to expose corruption, advertise human rights, and provide a platform for public debate. It has also taken the responsibility to defend public activity in opposition to the nation power.

Duo global newspapers (Business Daily, The star, The East African which covers a large area that is Nairobi, Dar es Salaam and Kampla respectively.¹⁸³. The media's vital function in reporting disputes is to deliver incidents correctly in a very truthful and balanced way. The regime restricted on media coverage of court case in the year 2003, in March of 2006 some media houses were raided by police officers that is KTN and the standard newspaper citing threat to internal security. During President Daniel Toroitich Arap Moi regime the

¹⁸¹Steadman Group, Info track, Strategic Research and Consumer Insight were the major pollsters in 2007 elections (Larfague, 2009).

¹⁸²Kiriba, T. W., &Ishmail, N. (2017). Influence of distribution network systems on supply chain performance in print media industry in Kenya: a case of the nation media group. *International Journal of Supply Chain Management*, 2(2), 60-75.

¹⁸³Roberts, T., &Marchais, G. (2017). *Assessing the Role of Social Media and Digital Technology in Violence Reporting*. IDS.

above newspapers were considered to be the leading ones those times, Daily nation is operating under a trademark name under (NMG). After expansion of the media group they now own several other televisions and radio stations like NTV, QTV and Easy FM radio and lastly, the popular paper known as the East African (AfriMAP, OSIEA, and OSMP, 2011). The standard group that produces the standard newspaper is said to be the oldest newspaper in Kenya that began in 1902 to date. They alongside own KTN-Kenya Television Network and Radiamaisha

2.3.2 Broadcasting

The Kenyan Broadcasting Corporation (KBC) is the national broadcaster (owned by the 8 government) in Kenya and it has a countrywide coverage. KBC's objective is to inform, educate and entertain the Kenyan citizenry. Its mandate involves of growing the grasp of the government's countrywide improvement insurance policies¹⁸⁴. It operates radio and television stations and it has typically uncritical view of the government. The KBC used to be established in 1961 and in 1964 it used to be nationalized under an Act of Parliament to emerge as the Voice of Kenya. In 1989 its identify used to be modified returned to the KBC after some other Act of Parliament.

2.3.3 Radio

Radio is the only effective source of information in Kenya today due to reasons of common knowledge like wide coverage, cheapness that can be afforded by many and at the

¹⁸⁴Kansanga, M. M., Asumah Braimah, J., Antabe, R., Sano, Y., Kyeremeh, E., &Luginaah, I. (2018). Examining the association between exposure to mass media and health insurance enrolment in Ghana. *The International journal of health planning and management*, 33(2), e531-e540.

same time easy to operate as compared to other source of news sources like newspapers that requires reading skills and knowledge of understanding. There are several radio stations in Kenya just to mention a few: KBC, Kiss FM, X Fm, Homeboys, Classic FM, Capital FM, Easy FM, Metro FM and FM(Reggae). This goes along with other vernacular stations that Coro FM, Metro East FM, Mbaitu FM, Change iFM, Rehema radio FM, Radio Lake Victoria for Luos, StarFM, Mulembe FM among others. Some broadcasting radio stations are owned by the government while some are owned by private organizations or bodies. Nation Media group owning KBC radio, Standard media group owning Radio Africa while Royal Media Services owning some as well as MediaMax Communications Group.

Even though in the 21st century today we can clearly reveal that there is a lot of saturation in the radio stations investment and it cannot be considered as one of those great investments. Radio stations are very educative as they bring programs that contribute towards teaching the society and again the same time due to the fact that radio stations covers a bigger margin it helps in covering a wider area when there is some information meant for the public.

2.3.4 Ethnic Radios

Radios broadcasting in vernacular language, they are not necessarily stationed at the community but their frequencies are reached by the community members in those areas. These radio stations, according to studies, have a market share of 30 percent and operate in over 21 ethnic languages out of 44 in Kenya. Kansanga et al., noted that Radio, as a means of communication reaches 90% of the population. Therefore, it is the most effective tool

for passing information because it has a wide reach of audience. However, this has led to the reckless and irresponsible techniques of ethnic radio in Kenya owing to the susceptible regulatory and legislative framework¹⁸⁵.

Some of the challenges facing the ethnic radio stations in Kenya according to the MDI report (2009) was the use of untrained partisan individuals who have no regard for the legal framework guiding media in Kenya and therefore result to using this delicate platform to advance their agenda. Sometimes and especially during election period, these untrained individuals even advance their political bias on air and use derogative language and interactive culture. These people on these channels manipulate the feeling of insecurity and ethnic dissent in the rural communities during the crisis.

According to Chris,2015,lack of education which has been contributed by illiteracy levels harbors communication and therefore a number of people do not understand national language Swahili and English as a language of the elite, hence they prefer getting information in their first language (which is mother tongue),therefore due to this fact the ethnic radios has filled this research gap and that is why in almost all parts of Kenya they have a radio station that feeds them with information hence there is no need to invest on radio as a massive investment unless for the interest of a society.

¹⁸⁵The Commission of Inquiry into Post Election Violence (CIPEV, 2008) Chapter 8

2.3.4 Television

KBC which is known as the national broadcaster TV, GBS, KTN, K24 and Citizen TV are the only TV stations that are regarded as giants in Kenya that as perceived by the public viewing the giant televisions. Other TV stations like leisure TV are new in the broadcasting market in the airspace without forgetting to mention Kiss TV that has turned to be a complete 24 hour Music TV stations and classic TV that has ventured into broadcasting movies in phrase forms and music as well. Since the implementation of digital TVs from the analogue generation several TV stations have emerged like SmartTV, GOTV, DSTV and Star time TV as well. Even though KTN-Kenya Television Network grew to become one of the largest private TV stations in Kenya when it was authorized to broadcast in Nairobi and its surrounding in 1989. This television is under the ownership of Standard Group.

The Communications Authority of Kenya (CAK) is a body formed to regulate on matters concerning communication in the entire country. Even though it's main work is to license and adjust broadcastings. This is because media plays a very sensitive role in the society today and to avoid media being misused by few people for spreading hate the body is careful in following all media programs across the entire nation. The print media in Kenya are varied, from well-respected journals and magazines to a large tabloid press. Media plays a pivotal impact in battle prevention. Ideally, media contributes to the construction of peace with its specialist goals of precision, impartiality and government accountability as needed through libertarian theory.

2.4 Mass Communication in Political Processes

The growth in mass communication and advancement of communication technology over the years has so modified the face of international conflict and conflict resolution mechanisms. Ancient media platforms have antecedently witnessed government interference however fashionable engineering has given the general public a lot of freedom to pursue data. Gilboa observes that governments have lost abundant of the monopoly on data and non-state actors and people became a lot of active and important participants in international affairs, each in warfare and conflict resolution¹⁸⁶. The internet has opened a portal of knowledge and one will not be confined native perceptions on information however can resolve from a wider audience the truth on the bottom. The digital platform has provided new avenues for collective action. Since the development of digital media, data infrastructure has become a formative area for nurturing and organizing social policy¹⁸⁷.

Howard argues that the net has delivered a podium for political debates, that weren't happening before, to require place on-line¹⁸⁸. There is involvement of multiple actors, there's participation from over simply the locals of a selected geographical location and this will increase the quantity of actors and interests during a particular political method. Digital media is one such avenue that gives a platform for multiple actors to actively participate in such processes. It permits folks to specific themselves on key political

¹⁸⁶Gilboa, Etyan. "Media and Conflict Resolution: A Framework for Analysis." *Marquette Law Review* , 2009: 87

¹⁸⁷Howard N.P. and Hussain M.M "Democracy's Fourth Wave? – Digital Media and the Arab Spring". 2013; 607

¹⁸⁸ Gilboa, Etyan. "Media and Conflict Resolution: A Framework for Analysis." *Marquette Law Review* , 2009: 87

processes of interest off from state management and censorship. Print and electronic media are so thought of the key media shops however social media has gained nice quality as a serious strand of media that greatly influences political method. In Bahrain as an example, Bahrain on-line.com suspect the prime cathedral for corruption. This web site gave folks a forum to debate the problem while not government management. By 2005 a lot of different social media shops such as you Tube, Facebook, Twitter became portals via that politicized content may be shared, forcing the govt. to utterly block access to entire services¹⁸⁹. The Arab spring incontestable the magnitude to that the digital media platform has had large influence on the political method. Electoral processes draw plenty of public attention. Politicians and political campaigns do dominate a lot of the news broadcasts as individuals alter for the option exercise. The media are the communicators of the candidates' messages either through coverage of rallies, televising political debates and interviews. Given the quantity of interest political processes attracts, misdirection of this method may simply result in conflicts between competency parties. Such misdirection may either be highlighted or neglected by the media. The media will choose what issue to focus on, that candidate to allow a lot of coverage, whether or not or to not highlight the shortcomings of 1 candidate and intrinsically and in therefore doing set the agenda for public speaking.

Wolfsed summed the connection between the media and politics as P-M-P, Politics-Media-Politics principle¹⁹⁰. This is to mention that the media can in most instances favor the ideologies of the regime that's in power and such regimes will use the media to sell their agenda, that in most instances are geared toward serving to them maintain political power

¹⁸⁹ Howard N.P. and Hussain M.M "Democracy's Fourth Wave? – Digital Media and the Arab Spring". 2013:p626

¹⁹⁰ Howard N.P. and Hussain M.M "Democracy's Fourth Wave? – Digital Media and the Arab Spring". 2013:p626

as was the case with retired President Moi's party KANU (Kenya African National Union) and also the national broadcaster KBC (Kenya Broadcasting Corporation).

Electronic media do want funding for survival and therefore the main supply of revenue may be against audience that interprets into advertising which translates into revenue. For audiences to remain tuned to a selected media, they need to derive interest from it, and this is often why most journalists covering election processes as an example have an interest within the "game strategy" instead of the substance of the elections. Scientific theory seeks to work out the activities of the parties in a mathematical and logical manner in order to ensure the easiest results for themselves.¹⁹¹It looks at the potential ways that political parties would adapt so as to clinch finish in electoral processes. Khadhi and Rutten in Rutten et al argue that like every alternative game, elections have a winner and loser and therefore the exciting story of how the race was going down and the way contestants were troubled to require over leadership from one another has continually been of nice interest to Kenyan readers¹⁹².

Handling of worldwide wars has spurred normative and ethical arguments on styles of broadcasting;" journalism of attachment" is used by individuals—people who cause wars, individuals who combat them, and individuals who agonize from them.¹⁹³If you perceive the history of a conflict, then you'll be able to gift the facts as they're giving each parties a

¹⁹¹ Rutten M., Mazrui A. Grignon F., "Out for the Count – The 1997 General elections and Prospects for Democracy in Kenya; The Kenyan Media in the 1997 General Elections – A Look at the Watchdogs" by Joe Khadi, Marcel Rutten: 2001; p253

¹⁹²Kansanga, M. M., Asumah Braimah, J., Antabe, R., Sano, Y., Kyeremeh, E., &Luginaah, I. (2018). Examining the association between exposure to mass media and health insurance enrolment in Ghana. *The International journal of health planning and management*, 33(2), e531-e540

¹⁹³ Bell, M. "T.V News, How Far Should We Go?", *British Journalism Review* Vol. 8 no 1 1997:p 7

good analysis of the facts, however you don't have to be compelled to be neutral. "Journalism of attachment" is concerning taking a stand, not sitting back within the face of wrong for the sake of neutrality. But story with boldness asserts that, typically the media's role in politics is to principally mislead the general public¹⁹⁴. This could either be for the sake of avoiding the unfold of unneeded panic to the plenty thanks to isolated instances of malpractice or for the sake of presenting deceptive broadcasts therefore on get ones candidates of alternative no appointive into workplace.

Electronic media is that the most accessible mass media in most developing nations. But this subject to government management in states wherever democracy and press freedom are nevertheless to be totally earned. Fashionable technology has but withdrawn monopoly of data from governments as a result of alternative actors, be they establishments or people, will post stories or pictures of violent activities and these will be beamed to a wider audience. Larson claims that digital broadcasting provides non-state actor's admission to individuals from place to place the sphere and consequently interminable potentials to exchange and discuss activities and procedures within and outside political institutions¹⁹⁵. Social mass media is saying its residence in political processes as a good influence. To the extent that social media has opened the house so that numerous actors can interact further, the abuse of the same will be detrimental to peace and reconciliation efforts.

¹⁹⁴ Garret, J. "Role of Media in Politics." Retrieved April 24, 2019 www.comparativepoliticseconomies.com/roleofmediainpolitics

¹⁹⁵ Larson, J.F, "The Internet and Foreign Policy" 2004: p48-49

CHAPTER THREE

POSITIVE AND NEGATIVE ROLES OF MEDIA ON CONFLICT PREVENTION WITH REGARD TO VIOLENCE DURING THE 2013 KENYA ELECTIONS

3.1 Introduction

The time period media is derived from the time period medium which implies a mode of switch or carrier. Media's function is to tackle and achieve a big target or target audience. This word was initially used to refer to print media journals and books. The word media now relates to many distinct types, including films, television, internet, and radio, with the improvements made in technology. In the cutting-edge world that we are residing in, media has grown to be very integral in our day to day lives. Media has been recognized to play a key position in the introduction and shaping of the public opinion on one of a kind issues and the strengthening of the society in regular¹⁹⁶.

Over the years, the media has been known to be the sword arm for democracy and protects the interests of the general public; it also helps in the creation of public awareness. At this time when the politicians use their powers to take advantage and promote.

During the elections period, the media plays very crucial roles by conveying information from different areas to the people and at the same time acting as a watchdog. In some instances, the media has also been accused of fueling violence, especially during the election times through the reporting that they make. Sometimes the news that they give about the proceedings in different areas triggers varied reactions from the people. Cases of

¹⁹⁶Skinner, A. T., Oburu, P., Lansford, J. E., & Bacchini, D. (2014). Childrearing violence and child adjustment after exposure to Kenyan post-election violence. *Psychology of violence, 4*(1), 37.

violence related to elections have been an increasing problem in different parts of the world and especially in the African countries.

The 2013 election in Kenya that was held on March 4th was the first election since the one of 2007 that was greatly marred with violence and was also the first under the new constitution that was promulgated in 2010. Clashes among the different ethnic communities in the country and police violence claimed more than 1300 lives and left close to one million people displaced from their homes. There were already fears in the country even before the election was conducted, there were clashes in different parts of the country that had claimed about 500 lives between the period of late 2012 and early 2013. Also during this period, many people had been displaced.

According to 2013 election results the winner had garnered 50.07 percent of the votes cast, this percentage was barely above the threshold that was introduced in the new constitution for a win in the first round. The then closest opponent, Hon. Raila Odinga, the former prime minister went to court to challenge the victory as per the law and the requirement of the constitution. Despite the allegations of the irregularities in the election, the Supreme Court upheld that the elections were valid¹⁹⁷. Even though Raila accepted the ruling, his party together with several civil organizations questioned the shortcomings of the election and the impact that it could have on democracy.

¹⁹⁷Simiyu, T. F. (2014). Despite the allegations of the irregularities in the election, the Supreme Court upheld that the elections were valid, 8(1), 114-145.

Despite the clashes that preceded the 2013 elections and the ruling by the Supreme Court, people were cautious to ensure that there was not going to be a repeat of the post-election violence that happened in 2007-2008 elections.

Some auditors have said that the media in this country was operating in a very delicate context during 2013 elections considering what had been experienced in the preceding election (2007-2008). This weight did not only lie on the shoulders of the media but also the shoulders of the stakeholders of the entire election process.

The media played a fundamental role in the method leading to the 2013 elections, the election itself and the process after and preventing conflict. Some of these roles that they had been positive while others were negative based on the effects that they caused to the people. As a media practitioner, one should be sensitive and be ethical on the information that they handle and pass to the people.

3.2 Positive Roles

There are many positive roles that the media played in preparation for the 2013 elections, conducting the election itself and the release of the release. As we know, access to information is one of the fundamental rights of a human being; it is mainly through the media that this information is passed to the people¹⁹⁸.

¹⁹⁸Klaus, K., & Mitchell, M. I. (2015). Despite the clashes that preceded the 2013 elections and the ruling by the Supreme Court 52(5), 622-635.

One of the key records that the media exceeded to the people in the preparations that the unbiased electoral and Boundaries Commission (IEBC) had for the election. People need to know how the entire process is conducted, for example, the clearance of the candidates, coalitions contesting for the presidential election, award of tenders among many other issues. People need to have access to such information to avoid any suspicions. Failure to pass this information may raise concerns and democracy may also be infringed in one way or the other.

The media also raised concerns on some areas where the preparations had not made the required standards. In this place, they acted as the public watchdog to ensure that all the people exercised their democratic right to vote in a manner that is required. We heard of the issues of the delay of ballot boxes failing to reach the polling centers on time. To compensate this, the IEBC had to extend the voting time from the normal 6.00 pm into the night. By raising concerns also of irregularities, the media played an important role by being also the watchdog. Through this, there were issues of recounts of votes and cancellation in some instances; this was also a positive role that the media played. Mass media highlighted injustices inside the neighborhood and enlightened people on their rights and privileges. This led to combat prevention as witnessed in the 2013 normal elections.

By collecting and passing information about the tallying and announcements of the 2013 election results, the media also played a very important role. People are curious to know who is leading or has won the various seats that were being contested for. Access to this information is their right because they are citizens of this country and it's a requirement by the constitution. As they also participated in the election exercise, they should know who

will be representing them, in this also; the media played a very important role. This helped to de-scarlet conflict.

Apart from collecting and passing information, the media also played a significant role in preaching peace amongst the people¹⁹⁹. The media just like many other citizens of goodwill would not wish for a repeat of what happened in 2007-2008 post-election violence. They preached that we s citizens of one nation should not at any one time be divided along any lines; elections do come and go and let us not be insulted by politicians. Politicians are at some instances driven by their political goals or aspirations or disagreements with other politicians to insult the people against one another. Even though many people including the media did what they could to ensure that blood was not shed or people displaced, some politicians are more influential and have staunch supporters, this will therefore not deter the people from following their words. Most of these politicians position themselves to be the representatives or spokespeople of certain communities and any insults against them would be an insult directed to the community and thus will be against the other community, this is the reason why it was hard to stop the violence.

3.3 Negative Roles of the Media

Before the 2013 elections, campaigns had been conducted by politicians in different parts of the country. In these campaigns, the leaders of the varied coalitions traded insults; this had a far-reaching effect on the people or different communities. According to Klaus and Mitchell (2015), the media could have been careful about the information that they pass in

¹⁹⁹Conroy-Krutz, J. (2013). Information and ethnic politics in Africa. *British Journal of Political Science*, 43(2), 345-373.

the mainstream media. When leaders talk negatively about a certain community or say a certain community does not belong to a certain place, it kills the peaceful coexistence amongst the communities who have been living peacefully over the year²⁰⁰. It is not right for the media to pass such information in the mainstream media as this will reach most of those people. The impact that such words cause is that people will want to defend the people from their tribe or whom they perceive to be members of their coalition and ham those who are not. This is what has caused deaths and displacements in the country.

I tend to believe that it would be right if the media go through what they have to report and do away with information of this kind. Apart from failing to report information of this kind, they should also try to report the matter to the responsible authorities so that action may be taken against the culprits.

Another negative role that the media played with regard to the 2013 post-election violence is poor reporting and the amplification of hate speech; this caused tension and also resulted in retaliatory attacks. The media should know the key information to pass to the people and the ones that they should focus on as per the goodwill of the country and ethics of mass communication²⁰¹. Major television stations also broadcasted provisional results of the presidential race; these provisional results were not confirmed by the body conducting by the election and in most cases contradicted with the results from other stations. These contradictions caused suspicion and doubt amongst the people thus leading to conflict between the two main vying parties.

²⁰⁰Benesch, S. (2014). Countering dangerous speech to prevent mass violence during Kenya's 2013 elections. *Final Report*, 1-26.

²⁰¹Cheeseman, et al., (2014). The media played a fundamental role in the method leading to the 2013 elections.

Another way that the media failed in 2013 is the failure to cover some of the key factors that may have affected the outcome in one way or another. Days after the completion of the election exercise, there was a report by a human rights activist, Muthoni Wanyeki, wrote a column in the East African Weekly (9-15 March), she pointed out that on the night before the polling day, there was a gang of around 50 youths who went to houses in Nairobi's Mathare slum taking away the residents' Identity Cards forcefully²⁰². Such reports were not covered by the mainstream media so that the IEBC could take the necessary action. Failure to cover this may imply that many other cases may have gone without being covered. This may have caused irregularities that triggered the violence that was experienced after the election.

As it also emerged, the costly electronic system of voting that was set up by the IEBC with much fanfare failed in many polling stations. Alert voters and other observers talked of some voters being allowed to participate in the voting without the Identity Cards, others were said to have left the polling station without being inked after casting their votes. There were some credible reports that some people whose names did not appear in the voters' register were allowed to vote while in some areas, the voters were provided with more than one presidential ballot paper. All these are some of the irregularities that make an election to be disputed but the media failed to cover this. The media in its role as the watchdog of the public should have noticed and raised alarm on these issues. John Gachie a veteran journalist said that the media was mute during this time.

²⁰²Ileri, K. (2013). A study of newspaper columnists' framing of Kenyan politics in post-2007 election violence. *Ecquid Novi: African Journalism Studies*, 34(2), 109-127.

Michael Mumo who is capital FM news editors also pointed out that he was puzzled that the media outlets that we have played down an attack that took place in the morning of the Election Day in Mombasa²⁰³. The media also ignored a press conference that was called by the CORD coalition to address issues concerning election-related irregularities. Despite all this, there were some people who believe that the media did their work in the most professional way among them was that then IEBC chairman Isaac Hassan who on the day of releasing the results commended them especially the local media. These sentiments were also echoed by the Jubilee coalition days after they were declared the victors. They also condemned the international journalists whom they said they came to cover the elections anticipating that violence could erupt. In order to be respected as good members of the society and citizens of goodwill, the media should have conducted themselves in a non-partisan manner. If they had done this, maybe some of the key issues could have been addressed to avoid implications²⁰⁴.

Another question that we should ask ourselves is, was the media aware that the election body (IEBC) could bangle the election through either design or incompetence? Yes, they were aware! There was an article that was published on 3rd February a month before the election by the Sunday Nation Columnist Abdulahi Ahmednasir. He questioned if the IEBC could pass an integrity test concerning the election process. The lawyer also later on successfully defended the election body and its chair at the Supreme Court in the petition that was filed by the CORD coalition. In this article, the lawyer claimed that Kenyans had not been critical with the issues concerning the IEBC since they viewed the commission as

²⁰³Gutiérrez-Romero, R. (2014). The election itself and the process after and preventing conflict. 1500-1527.

²⁰⁴Olorunnisola, A. A., & Martin, B. L. (2013). As a media practitioner, one should be sensitive and be ethical on the information that they handle and pass to the people, 275-288.

being better than the body that was there before (Electoral Commission of Kenya). He also noted that Kenyans did not want to contemplate what could be the implications if the IEBC bungled the 2013 elections. No media house even tried to find out if the IEBC could conduct the election in the fairest and competent way²⁰⁵.

The voter registration process was similar to the one that was used in the previous election, in his article, Ahmednassir referred to this as poor penetration²⁰⁶. He also noted that the voter education process was not carried out to the required standards. He also highlighted that the IEBC could not pass a financial management integrity test as they already had financial management issues. Issues of management of election finances have a direct impact on the entire election process and its integrity. Another issue is that there were serious issues in the manner in which political party nominations were conducted, this was clear proof that IEBC was not in a position to conduct a free and credible election. This was a disregard to the law, outright corruption, lack of political independence and pandering to politicians. There was no significant media house that took up these grave issues that had been raised.

3.3.1 The Media and Propaganda

Lasswell defines info because the management of collective attitudes by the manipulations of great symbols²⁰⁷. The linguistic definition of info makes respect to information,

²⁰⁵Deane, J. (2013). Fragile states: the role of media and communication. *Policy briefing*, 10.

²⁰⁶Becchetti, et al., (2013). There are many positive roles that the media played in preparation for the 2013 elections.

²⁰⁷Lasswell H.D “The Theory of Political Propaganda » published by The American Political Science Review. Vol. 21, No.3 August” 1927:p627-631

particularly of a biased or dishonorable nature, accustomed promote a political cause or purpose of read²⁰⁸. There are different kinds of info that Lasswell splits into two wide streams, depending on whether or not direct incitement or indirect incitement results. Direct incitement is that the propagandist himself acts, becomes worried, and shows his conviction, conviction, and honesty. He commits himself to the course of action he proposes and promotes and requests a corresponding reaction from the masses in order to obtain an equivalent action; as an instance of democratic information wherever an official extends a hand to the national. Indirect incitement is to act on the basis of a difference between the domestic leader, the agency of the United Nations, and therefore the public, which is limited to passive recognition and compliance. There is a strong impact and obedience, as is the case with authoritarian data²⁰⁹.

Propaganda will occur in numerous ways that. It may be political, social science. Throughout electoral processes, politicians will use either political information and/or sociological information. Political information includes influencing methods used by a government or a celebration, an administration, a lobby, reading to change the general public's behavior.²¹⁰ The bottom line for political info is maintaining or obtaining power. Social science information is predicated on the premise of unification of a social {group} group through patterns of behavior, shared style among others²¹¹. The propagandist plays on the emotions of a bunch of individuals rallying them behind a shared history as an example. In political processes this might be unification of voters via their ethnic

²⁰⁸ Oxford English Dictionary

²⁰⁹ Ellul J. "Propaganda; The formation of Men's Attitude." Random House Inc. New York 1973:p62-65

²¹⁰ Ellul J. "Propaganda; The formation of Men's Attitude." Random House Inc. New York 1973:p62-65

²¹¹ Robinson, P. "The CNN effect: the myth of news, foreign policy, and intervention." : Routledge Publications: London:2002

background therefore as they'll support a selected candidate that they concede to represent their cluster interests. Another distinction that may be created with regards to info is differentiating between propaganda of agitation and propaganda of integration. Info of agitation is commonly characterized by either one party seeking to destroy a government or a longtime order because it seeks rebellion or war. Such agitation data nourishes all revolutionary movements, all common wars. Like the municipalities, the Crusades and therefore the French movement of 1793, Spartacus depended on this sort of data.²¹² In things of national concern for instance war, a government can use info of agitation to rally folks behind a standard alinement, therefore justifying their actions against the aggressors.

Propaganda not like data is self-addressed to feelings and passions and not reason, facts and truths. However, propagandists will embrace therefore parts of half-truths so on legitimize actions taken. Hitler's most Inflammatory speeches continuously contained some facts that served as base or pretext. It's uncommon these days to search outa fanatical info composed entirely of claims while not relevance reality²¹³. The "propaganda model" claims that the media serve primarily as a certifying arm of the state and dominant elites, concentrating strongly on topics that are useful to them, and discussing and exposing among accepted frameworks. Propagandist activities rose significantly within the late nineteenth and early twentieth centuries and therefore the growth of mass media and improved transportation light-emitting diode to the event of mass audiences for info²¹⁴. Garth and O'Donnell claim that each of the mass media — print, films, radio, and then television — contributed their unique characteristics to new information methods. Radio

²¹² Robinson, P. "The CNN effect: the myth of news, foreign policy, and intervention." : Routledge Publications: London:2002

²¹³ Ellul J. "Propaganda; The formation of Men's Attitude." Random House Inc. New York 1973:p62-65

²¹⁴ Garth S.J and O'Donnell V.J "Propaganda and Persuasion" SAGE Publications London; 2012:p97

gave rise, in particular, to the probability of ongoing global information, whereas television and alternative forms of mass culture have inflated the issue of "cultural imperialism," in which the culture of one nation is compulsory for another. By imposing ideals on another nation, you're spreading your own degree of info to it nation.

In the early nineteenth century, most kinds of media had not developed a lot of and knowledge was passed on from orators to a listening public²¹⁵. This had the handicap of presenting data to a restricted variety of individuals. Public speech, although vital, additionally had the inherent handicaps of a restricted audience and undependability. The result was that rumor and gossip continuing to be a very important means that of maintaining communication links between teams and people want to flow into specific messages²¹⁶. Newspaper publications marked the big scale publication and dissemination of knowledge to a wider audience. Crouthamel in Garth and O'Donnell states that with the introduction of the big apple Sun on Sep three, 1833, the time of the "penny press" was begun, and therefore the entire form of stories was altered. However, the penny press was not mostly a revolutionary development but rather the inevitable outcome of the gradual shift away from merchandising newspapers through monthly or annual subscriptions alone. Penny press founders, such as Benjamin Day of the Sun and James Gordon Bennett of the Big Apple Herald, acknowledged that an increasing crowd of middle-class and working-class readers were prepared to hold a daily newspaper²¹⁷.

²¹⁵ Robinson, P. "The CNN effect: the myth of news, foreign policy, and intervention." : Routledge Publications: London:2002

²¹⁶ Robinson, P. "The CNN effect: the myth of news, foreign policy, and intervention." : Routledge Publications: London:2002

²¹⁷ Garth S.J and O'Donnell V.J "Propaganda and Persuasion" SAGE Publications London; 2012:p97

There was very little competition then and then the newspaper crammed associate degree information gap that the plenty quickly adopted as a viable and trustworthy supply of knowledge²¹⁸. The newspapers made no pretense about political correctness because they appealed to their readers' biases and only if the prevalent working class or bourgeois subject did not have the time or organization at his disposal to keep up with political or economic events were they compelled to acknowledge the newspaper's news gathering abilities²¹⁹. This meant that the newspaper became a awfully powerful tool for dispersive data and will simply sway voxpopuli in favor of 1 course or another. Wallas in Garth and O'Donnell declared that men weren't entirely ruled by reason however usually acted on "affection and instinct" which these may be deliberately aroused and directed in an exceedingly approach that may eventually cause some course of action desired by the manipulator²²⁰. The onset of democracy caused a point of concern with regards to the ability that mass media had on the folks.

The invention of the radio widened the scope of knowledge dissemination to provide it a world outlook²²¹. News from one corner may be detected across the frontiers and therefore became even a lot of powerful than the newspaper. The emergence of CNN throughout the Gulf War publicized a replacement approach of reportage that offered the general public a better cross-check events flowering as journalists coated live proceedings of the war itself. CNN was criticized for sleeping in the hands of enemy news by some leaders and members of the general public, but on the whole, these lectures were well received and broadcast.

²¹⁸ Ellul J. "Propaganda; The formation of Men's Attitude." Random House Inc. New York 1973:p62-65

²¹⁹ Robinson, P. "The CNN effect: the myth of news, foreign policy, and intervention." : Routledge Publications: London:2002

²²⁰ Garth S.J and O'Donnell V.J "Propaganda and Persuasion" SAGE Publications London; 2012:p97

²²¹ Garth S.J and O'Donnell V.J "Propaganda and Persuasion" SAGE Publications London; 2012:p97

The issue of CNN's unwitting role in "providing help and luxury to the enemy" by demonstrating Al-Iraq's damage to civilian lives was widely discussed at the moment²²². During the Gulf War (1990–1991), the emergence of Cable News Network (CNN) and therefore the priceless role it played because the major propagator of stories throughout the planet took many of us unexpectedly. The Gulf War was the main war of a global nature since the advent of global satellite television services, and thus the potential of these technologies was dramatically illustrated by the rapid transmission of events from the battlefield.

Digital media is currently the new face of media info and its reach is even a lot of international with each passing year. Digital media plays a very important role in electoral processes wherever data concerning candidates will be given and vetted on-line and these politicians placed through uncensored public scrutiny. Not like alternative forms wherever the govt. might manage info disseminated, the digital platform is freer than its classic counterparts. Now, usually even an hourly basis on a daily partner is scrutinized, assessed, commented on, and either commended or ridiculed on the behavior of politicians. There are ongoing updates on news websites, or "blogs" (private columns published by any agency of the United Nations need to behave as a journalist on the democratic Internet), that are eagerly browsed by a younger generation to get their news through reading screens instead of paper products. In such a climate, the potential for information is infinite. Everyone will unfold a message, real or false, or manipulate information, or perhaps change a picture to

²²² Garth S.J and O'Donnell V.J "Propaganda and Persuasion" SAGE Publications London; 2012:p97

fit their own purposes.²²³ Digital media offers a platform wherever anyone with net access will post data, whether or not verified or not, on-line and have a snowballing result that might be prejudicial to the targeted party.

²²³ Ellul J. "Propaganda; The formation of Men's Attitude." Random House Inc. New York 1973:p62-65

CHAPTER FOUR

HOW SPECIFIC HUMAN FACTORS ARE INFLUENCED BY THE MEDIA

TOWARDS CONFLICT PREVENTION IN KENYA

4.1 Introduction

The phrase media refers to the conversation channels via which broadcast, amusement, education, statistics, or advertising messages are dispersed. Media comprises of every communications and narrowcasting tool such as TV, radio, newspapers, magazines, direct mail, telephone, billboards, fax, and net. Taylor notes that the term communication, which comes from a Latin word 'share,' involves the active transmission and reception of something. That something is invariably a signal or message containing information and that information can take the form of words or sounds or images, or a combination of these, now also presented in other forms such as digital data. Media is the avenue that is used to communicate a desired message to a person or groups of persons in one geographical area or even outside the said geographical location²²⁴. International communication is when two or more parties are communicating (people, governments, organizations) who are located in different geographical regions. The conduct of governments engaging with each other at the international platform is closely linked to international relations.

Media is also referred to as the fourth property due to the fact the surveillance functions of the media mandates them to monitor, scrutinize and record the things to do of the different realms, and in precise the three arms of authorities (estates) – specifically the executive, legislature and judiciary. By informing the populace of the goings on in government

²²⁴Gustafsson, J. (2016). Media and the 2013 Kenyan election: From hate speech to peace preaching. *Conflict & Communication*, 15(1).

business, the media promotes government accountability and helps the public scrutinize policy makers and leaders. The media highlights issues of public concern and this can translate into public pressure, thus forcing the leaders to take action on a particular issue. By so doing, they constantly keep in check those in authority and even key players in civil society at large²²⁵.

Security issues are becoming more and more assorted and patchy, posing more danger to global harmony and equilibrium than ever before. Likewise, the perception of the root reasons of disputes and the interrelationship amongst safekeeping and conflict administration from an global view has become increasingly dynamic.²²⁶As a consequence, in two distinct communities spread across boundaries to their environments, many of today's two safety problems two are produced. This has also remained intensified by harmful local subtleties halting from aggressive energy struggles within and between states, as observed particularly in numerous increasing republics in Africa.²²⁷

The succeeding progression in verbal exchange machinery has expansively rehabilitated the behavior of conflicts, warfare, and warfare determination. Compared to humans of until now ages, humans around the world these days know an awful lot more and plenty quicker about major traits in global relations. There are hundreds of thousands of world news networks broadcasting live from all corners of the globe and through the internet providing

²²⁵Owuor, V., &Wisor, S. (2014). The phrase media refers to the conversation channels via which broadcast, amusement, education, statistics, or advertising messages are dispersed.

²²⁶Linke, A. M. (2013). two Media comprises of every communications and narrowcasting tool such as TV, radio, newspapers, magazines, direct mail, telephone, billboards, fax, and net.

²²⁷Halakhe, A. B. (2013). That something is invariably a signal or message containing information and that information can take the form of words or sounds or images.

instant access to unfolding operations and affecting the way these operations improve and end under certain circumstances.

This has caused an ordinary sentiment that media reporting, particularly, has had a lengthy influence on Western battle management for the reason that the cave in of the Soviet Union. Over the previous few periods, consciousness has enlarged concerning the role civilians play in the neighborhood's equipped fight. They are no lengthier measured a submissive factor, but their wishes and views have a specific effect on the accomplishment of a mission. Data, caused by the use of fast media-based technological solutions, no longer defines on-scene occurrences, but progressively shapes subtleties by manipulating attitudes, sentiments and loyalties. This has made statistics an important ability of government, navy, and politicians to use war everywhere in all ages. This statistics can be misused for propaganda or disinformation purposes while on the other hand it has high-quality achievable to promote peace building.

There have been countless armed conflicts on the African continent, some of which play an important part in the media. Media has been blamed as one of the tools for merchandising conflict. Studies have indicated that mass media ought to make contributions to conflicts through inciting violence, failing to spotlight emerging conflicts and delaying to file conflicts. The (RTLM), for example, is one of two examples of media that helped to encourage fighting by promoting the Hutu people to exterminate the Tutsi by calling them

cockroaches that should be eliminated in order to create certain peace in Rwanda.²²⁸This resulted in the massacre of almost 1,000,000 Tutsis and the displacement of many others (*ibid*).

The media contributed a lot to 2013 post-election violence. The media ought to have broadcasted in a professional way by shunning violence and condemning the killings instead of airing live the killings and reporting places that were marked as hot spot that was uncalled for. Some media stations were reporting on favor of their parties that is the JUBULEE and coalition of reformed democrats (CORD) candidates. According to KNCHR report that highlighted how some vernacular media stations acted unprofessional like KASS FM, Kameme radio and other radio stations. The said radio stations were advertising in a language likely to suggest that they had branded other communities names that only the listeners could interpret what the language meant. This is what worsened the situation during the violence period.

Broadcasting news by mistreatment community radios make it easier to reach people in countless fields, even simply with entirely distinct languages. Electoral processes are emotive events which can divide a people depending on how the process is handled than the outcome. Resolving these conflicts require concerted efforts from all actors, be it human rights, civil society, multinational corporations, the state and even the media. Media is a key player in conflict and conflict management. The media can be powerful in my view or/and collectively, however it can also be problem to manipulation.

²²⁸Comminos, A. (2013). Media is the avenue that is used to communicate a desired message to a person of groups of persons in one geographical area or even outside the said geographical location.

The media structure what is viewed and heard about conflict. A media owner may skew information in want of one side. Journalists too have opinions and beliefs based on their private preferences and experiences. Media proprietors have monetary interests; they are seeking for to sell memories via print media and television programs to a public. Increasing corporate media control in some nations also plays a role in regulating the types of memories that are protected and how memories are framed. However the onset of digital media has greatly influenced coverage of electoral processes and taken away the monopoly of control of information from the state. Digital media has given the people more liberal avenues to be active participants in the electoral debates and processes and an event taking place in one corner of the state can go viral in a matter of minutes, thus increasing the number of actors. This could however serve either as a deterrent to mismanagement of electoral process or an incitement tool against perceived electoral injustices that could then fuel conflict.

The media plays an essential position in political processes. The use of the media for political conversation potential that the media are being utilized to communicate to extensively dispersed human beings in the hope of involving them or making them aware of occasions round them. All these activities engage the audience and involve them in the political process. The period before, during and after elections is a period that is marked by politicians attempting to communicate with the electorate, in a bid to sell their agendas and manifestos with the hope of garnering votes to win the elections. The media is a central feature in this communication process.

4.2 How the Media Influence the Specific Human Factors Age, Gender, Social Status, Residence and Religion to Manage Conflicts

Success in the management of conflicts is enhanced by the collaboration of different bodies, organizations, groups of people and the media. These bodies should work jointly and speak in the same voice since they have influence over a large group of people²²⁹.

The media has a clear understanding of the various groups of people living in different regions in the country, their composition in terms of gender and age, their religion and also their cultures. Through this understanding, they have specific ways that they use to persuade the different groups of people since not all people can be approached in a similar manner. All the techniques adopted should have one goal of passing peace messages to the people.

The media function their principal position of agenda setting, raising issues for stakeholders to suppose about, debate and take action upon for the advantage of the citizenry. Developing international locations may have a setback in difficult the authorities on adopted policies, however the media can serve as the go between in highlighting to the human beings troubles arising through the usage of goal critiques, editorials, features, one of a kind reports, interviews, debates, opinion surveys among others in order to promote widespread public interest. Media insurance can constrain or restriction the freedom and independence of governments.

²²⁹Trujillo, et al., (2014). International communication is when two or more parties are communicating (people, governments, organizations) who are located in different geographical regions, 111-128.

The media being a business will always look for news that sells. War provides such an avenue as the media has the task of reporting the goings on in a conflict and more so, the aftermath of a conflict. Taylor claims that the contemporary media have proven to be significant allies in the sale and maintenance of war.²³⁰ Media can also opt to focus on one aspect of the conflict and not the other so as to solicit public reaction on a particular situation. Media can also serve as a tool of communication for parties involved in a conflict. The Cuban missile crisis is reported as one that benefited from the absence of media scrutiny. Seeing as it took place before commercial satellites, it was possible to keep from the public the news that Soviet missiles were actually already on Cuban soil, thus avoiding hysteria. Given that the television networks had access to commercial satellites, it was is likely that they would have discovered this at about the same time as the government. This would have put extra pressures on decision-making process in Washington²³¹.

Some Few FM radio stations speeded hate speech that rose ethnic emotion and tension during post-election violence²³². Among the most mentioned stations were Kameme FM, Inooro, Kass and Lake FM^{233,234}. Other media platforms like KBC, Nation media were regarded to be cautious by spreading hate speech due to misguided reporting that appeared to be against other communities in their unprofessionalism reporting. For example, KASS

²³⁰Et al., Schulz-Herzenberg, et al., (2015)..

²³¹Ibid Comminos, A. (2013).

²³² BBC. (2008). The conduct of governments engaging with each other at the international platform is closely linked to international relations.

²³³Ibid

²³⁴Ibid

FM that was broadcasting in Kalenjin language referred to Kikuyus as “foreigners” whereas Kameme FM that referred to Luo’s as “fishermen”.^{235,236}

In most media, it generally appeared that there was a lack of competent behavior before and through post-election violence. At the beginning, most press accounts appeared to be incorrect, unbalanced and unfair. Fact verification has always been desirable and victims of the war have been handled as statistics and not as identities²³⁷. Additionally, the press homes appeared amateur in the way they treated the election results discharge. The most negative role that media may have additionally vie throughout the PEV was making emotional charm to audience through false statement of facts. This situation was fully fledged once completely different media homes, counting on their political and ethnic affiliation, rumored similar occurrences otherwise to arouse their listeners’ emotions.

In most media, it seemed generally that there was a lack of expert behavior before and at some stage in post-election violence. Initially, most press accounts appeared to be incorrect, unbalanced and unfair. Record verification was once generally searched and fighting victims were treated in easy terms as statistics that barred identity.²³⁸ The most negative role that media could have also played during the PEV was creating emotional appeal to audience through misrepresentation of facts. This scenario was experienced when different media houses, depending on their political and ethnic affiliation, reported similar occurrences differently to arouse their listeners’ emotions. According to (Otieno, 2005) in

²³⁵Mbeke, P. (2009). Media is also referred to as the fourth property due to the fact the surveillance functions of the media mandates them to monitor: InterNews Network.

²³⁶Ibid KNCHR. (2008b).

²³⁷ Howard, R. (2003). informing the populace of the goings on in government business.

²³⁸Ibid BBC, 2008

his study titled *"Mobile Telephony and Democratic Elections in Kenya: A case of 2002 Elections."* the absence of a common ground report amongst media houses could provide ground for failure to denounce inhuman acts committed during conflicts. As can be inferred from 2013 PEV, the absence of a common ground report by local media houses, due to political or/and ethnic affiliation, could have encouraged conflict adversaries to plan for revenge attacks which could have escalated the conflict.

Mass media coverage of conflict, including conflict management has revealed that the revolution in information technology from 1960s to the present led to the need for a redefinition of what we think of as media and conflict²³⁹.

In addition, the media can serve to shape both public opinion and government policy. Some of the perceived media's shortcomings in its reporting and evaluation of the Kenyan battle have been double requirements reporting, misrepresentation, encouraging hate speech that elicited ethnic hatred and animosity, absence of professional conduct, creating emotional enchantment to two audience thru misrepresentation two of statistics two and resolution of songs two played two at some point of fighting two amongst others.

There are a number of theories that have been developed that seek to provide an explanation for the necessary roles of the media in the administration of conflicts. Libertarian concept advocates media self-regulation in strict ethical and professional code compliance. Political structures and institutions are typically additional in individual

²³⁹Van Niekerk, B., & Maharaj, M. (2013). The media highlights issues of public concern and this can translate into public pressure.

dependent on those holding important decision-making roles during a non-democratic regime.

The media have a terribly complicated role to play, which political decision-makers and the military, unfortunately, commonly taken as a right. Decision-makers generally detect statements claiming the dramatic impacts of the media. In political disputes, political professionals, and even scientists, most often suppose the outcome of news stories. Sixty-fourth of the yank army officers still thought that the press had the primary accountability for wasting the war effort in Vietnam in 1995.²⁴⁰.

²⁴⁰Ibid Taylor, P. M. (1997).

CHAPTER FIVE

CONCLUSIONS OF FINDINGS AND RECOMENDATIONS

5.1 Introduction

This chapter offers the summary of the findings of the study. It also gives recommendations on how media can be used as a medium of peace building in the subsequent General Elections in Kenya.

5.2 Summary of the Findings

The study found that Radio has been employed in sub-Saharan Africa for a long time because of its accessibility, low price and high impact among people that could also be largely illiterate; it is the most readily available of all media. As a result, in developing countries, radio will play a vital mobilizing role. In fact, in four areas, radio will play a vital role: informing, facilitating decision making, educating and entertaining.

The study jointly found alternative samples of the ability of radio to convey basic education concepts and messages. Within the initiative "Education for All" taken at the Jomtien Conference in 1990, UNESCO / UNICEF saw the media as crucial. Some believe that UNICEF has used the media effectively in a variety of developing countries.

The study any found that political, religious and economic challenges are being used by the media in building tension and causing conflict in most cases. As an example, inventive children's' tv drama made by hunt for basis has been wont to draw youngsters from ethnic teams. Media influenced individuals substantially supported the issue of age; extremely influenced individuals on reference to gender.

5.3 Conclusions

In conclusion most radio station were used in fueling of ethnic violence during 2007/2008 in Kenya. KASS FM being the leading vernacular radio station, then followed by KAMEME FM. Therefore most residents of capital of Kenya County hear vernacular FM stations (KASS FM), watch nationality and skim commonplace Newspaper. Moreover, as most inhabitants spent hours on media per day. So diverse media homes appear to have a slight variation between news accounts. The research jointly concludes that media strongly contend with increased positions in conflict during the 2007 election and the resulting peaceful general election in 2013.

Some of the positions included; some of the media's beneficial roles were to a large extent conducting civic education; preaching peace and line of job for unity to a terribly large extent; public knowledge and truthful coverage of political campaigns to a large extent; and broadcasting controversial issues to a very large extent throughout the negotiations. Whereas to a greater extent, the negative encouragement of hate speeches; the running of parallel counting centers to an excessive extent; the withholding to some extent of important conflict-related information; the misrepresentation of data to a big extent; the incitement to a big extent; the partisanship or deepening of political parties; and corruption to a tiny extent.

The media features an important role once it involves elections and what happens when the elections. If they conduct themselves during a skilled manner and be freelance, they'll contribute greatly to the fairness of the electoral processes and peace within the country normally. The media is understood to act as an electronic equipment, how they perform

because the mirror of various problems determines what it amplifies and the way they amplify it. The media ought to be freelance within the method of passing data although the govt might at some instances need to manage what's being passed to the individuals.

The employment of recent technologies by the media has conjointly sped up the method of transfer of data and therefore the range of individuals United Nations agency are reached. The new technologies offer space for the management of the knowledge that's passed however doesn't alter the message that is being passed, it speeds the time the message is received by the audience. This, therefore, mobilizes individuals towards doing bound actions at certain times, the media ought to, therefore, use caution on the knowledge they pass. All this could facilitate in conflict bar.

5.4 Recommendations

1. The research proposes training on conflict reporting for indigenous press reporters or journalists. Because conflict reporting is more hard, most reporters have been extremely inexpert in the way they treated the findings-based PEV reports and therefore media coaching institutions should style conflict reporting research units. The Media Society of Kenya should organize workshops and coaching for its professionals on conflict reporting and leadership.
2. The restrictive authorities ought to style a tailored regulatory mechanism for vernacular FM stations completely different from the traditional ones. This can be thus as a result of their vast influence and recognition particularly amongst the less educated members of society.
3. Civil society and analytical organizations should revamp media observance schemes.

Implementation of a civil society policy, the policy should include extensive issues relating to media cross-ownership, frequency allocation and policies balancing indigenous and foreign content.

4. The African country's Media Council (MCK) protects journalists' freedoms through observation policy and legal frameworks. The mandate of the council should be distended to ascertain in the media company about qualified advice and ethics and recommendations on achievable threats to media freedom. The Kenyan press almost always reaches a crossroads in conflict stuff that was previously ne'er prepared, expected or developed the ability to wear such stuff.

5. Together with indigenous and international development partners, capacity-building operations and self-regulation projects are often led by MCK. Consistent dialog should be established between media company stakeholders in order to identify and rectify the weaknesses identified as a result of the coverage of post-election violence. Media homes should generally seek to improve compliance with media legislation and ethics and encourage efficient self-regulation.

6. Native language radio stations are gradually biased and codes of ethics are flouting.

Checking on code of ethics in every radio station to avoid a repeat of the same and at the same time to avoid the platform being used for personal gain among a few parties. This is because when broadcasting in a local language some words may be used with hidden meanings like as was expresses in KASS FM that called the kikuyu community "People from the hill" and KAMEME FM called the Luo community "fishermen".

7. Poor remuneration for reporters and absence of security hamper free and plural press.

Reporters or new anchors should have a law guiding them on how to broadcast without bias. In line with journalist profession some news may differ with their interest and

political stand. Hence, they should not even declare their political stand publicly because when they do that the viewers might see any broadcasted news in a different angle hence brings no hope and trust in the media. This is what contributed to post election violence of 2007/2008 where journalist and news anchors chose to mobilize their people against defending themselves which led to war.

5.5 Suggestions for Further Research

The study recommends that more analysis within the analysis topic ought to be done exploitation multiple issue correlation to assess the inter-variable relationships. The study suggests more study to be allotted to see why the study space has forever been the put attentiveness of electoral conflicts in African nation.

Lastly the study being explorative, there's would like for more analysis into the topic to search out why African nation isn't too proactive in bar however rather waits till the minute and starts swing into place helter-skelter mechanisms to forestall conflict. That study would establish lasting mechanisms that the government will place in situto confirm lasting solutions within the wake of general elections in African nation.

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APPENDIX

APPENDIX 1: INTERVIEW GUIDE

Introduction

My Name is Silas ChemiatiKisabuli a student at the University of Nairobi, Institute of Diplomacy and International Studies (IDIS). I am carrying out a research study for my thesis on, “The role of media in conflict prevention: A case study of the twenty thirteen (2013) General Elections in Kenya.” This study is being undertaken solely for the academic purposes as part of course workfor the Masters of Arts in International Studies. As a media practitioner, you have been selected to participate in the study. Your responses to the questions will remain confidential.

Thank you for sparing your precious time.

INTERVIEW GUIDE

1. Did media play a role in conflict management during the 2013 general election?

Yes ()

No ()

2. Explain how.....

3. According to you was media accessible during the 2013 general election?

Yes ()

No ()

4. Explain.....

5. Did media have a positive or negative role with regard to violence during 2013 elections in Kenya

Positive ()

Negative ()

6. List the positive roles

.....L

is the negative roles

.....

.....

7. Were human factors (age, gender, social status, residence and religion) influenced by media towards conflict and conflict management in Kenya?

Yes ()

No ()

8. Explain how each was influenced by media towards conflict and conflict management in Kenya especially in 2013

Age.....

Gender.....

Social status.....

Residence.....

Religion.....

