A peace journalism approach to understanding the role of the media in the land disputes in Kenya

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Abstract. Kenya is generally recognized as one of the most conflict prone countries in Africa, at least amongst those with a stable form of government. Kenya in recent years have been plagued by violence in the form of communal, radical islamists violence, land disputes, ethnic violence, hate speech, amongst others. The government have tried different ways of combating and mitigating this violence that has become a recurring problem in the region, however the disputes and conflicts seems to go on abated. Scholars from all over the world have studied on the role of the media in conflict management and have arrived at different conclusions – some found out that media contributes significantly to violence and can even be the cause of violence while others say the mass media can be a tool to promote peace and peace co-existence. This therefore aims to find out the how the Kenyan press reports conflict. The aim is to find out whether or not they make use of peace journalism approach to reporting on conflict. The findings of this study shows that the Kenyan press is not contributing to peace and is in fact inciting violence judging by the choice of words used in the news stories.
Keywords. Kenya, Land conflicts, Journalism, Peace journalism.
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1. Introduction

Conflict has become a common crisis experienced in every continent of the world. Most countries have experienced some sort of conflict or the other - internal conflicts like civil wars, communal clashes, religious or ethnic conflicts amongst others. However, in a lot of countries in sub-Saharan Africa, one of their major reasons of conflict is land. This is understandable as a lot of countries in Africa rely on farming as a major source of income and sustenance (Yamano & Deininger, 2005). This crisis does not occur naturally, but some intrinsic factors have been identified to catalyze this crisis (land conflict) some of which are urbanization, mechanized farming and increased population.

However, the present regulation on land tenure system majorly practiced in African countries is not enough to bring an end to this crisis (Cotula, Toulmin, & Hesse, 2004). One of these regulations put in place to reduce conflict over land is the issuance of titles (certificate of ownership) which should have ordinarily solved the problem of land dispute, since the title will clearly show the owner of

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the land. However in a multi ethnic country like Kenya, this has only caused more problem as indigenes of the affected arrears have accused the government of selectively issuing these titles based on nepotism or tribe. Anne Waiguru, governor of Kirinyaga County in Kenya attested to this fact when she accused the National Lands Commission (NLC) of unfairly excluding her community from getting titles which exposes them to poachers and land grabbers (Reuters, 2018).

According to Ndiku (2010) who reported that the state of peace in Kenya is very complex and agreed with the survey of small Arms special Report of 2012 that the violence experienced in Kenya is a rife. He categorized sources of conflict in Kenya as natural resources, land, community identities and cultural rivalry and many more but stated clearly that land is the major cause of internal conflict in Kenya. Kenya has experienced conflict episodes of both political and tribal dimensions since their independence (Berger, 2002).

The role of the media during conflict periods cannot be underestimated (either cold or hot conflict). Media's intervention in educating masses on conflict prevention, non-violent resolution and peaceful did not really exist until year 2009 when the media had to take an active role in advocacy by sponsoring campaigns aimed at creating conflict awareness and teaching the Kenyan public the importance of maintaining a peaceful state, as well as highlighting the role of the individual in identifying and reporting conflict situations and avoiding violence crisis (Mwendia, 2013). In recent times, the role of media in conflict management through news reporting has be analyzed and documented.

1.1. Statement problem

Many crisis has erupted in Kenya over the years. Conflict in form of politics (power tussle), terrorism and land conflict has been a reoccurring incidence challenging the peace of the country. Media industry is regarded as one of the major stakeholders in peace resolutions. The media has been a passive bystander as the country grappled with violent clashes in Kenya. Many critics have accused the media reporting as a fanning the flames of conflict and violence in the country. Therefore, this article seeks to examine how the media reports conflicts in Kenya, whether they make use of the peace journalism approach or not.

1.2. Hypotheses

The following will be the key hypotheses:

H1. Kenya media news coverage publishes negative headlines;

H2. Kenya media prefers to choose negative stories rather than positive stories;

H3. The news values of Kenya journalism are not helping with reconciliation and peace in land conflict.

1.3. Justification of the study

The justification for carrying out this study is based on the apparent gap that exist between peace journalism and traditional journalism in Kenya media industry. The need to assess the headlines of Kenya newspapers especially during communal conflict is very essential to ascertain whether the media promotes peace or war. The news selection of the journalist whether it is a culture to choose negative news or not need to be assessed. The media's role in conflict management through peace journalism are intended to provide clear relief efforts that ultimately contribute towards achieving stability and media peace process reconstruction. It is anticipated that this findings will ascertain whether Kenya media uses peace journalism approach or traditional journalism. Ultimately, the findings of this study may lay a basis for further investigation and debate on the problem. The results of this research will be beneficial to Kenya media industry in the sense that it will point out the approach currently been adopted by the media during conflict reporting and make recommendations on changes that can help foster a peaceful Kenya through media intervention and Peace Journalism. It is also beneficial to conflict managers and peace practitioners - the main actors that provide

humanitarian intervention activities- in the sense that this study will show how the media through its reporting can promote peace and bridge ethnic and other ideological divides. Humanitarian, civil society organisations and other peacekeeping groups will know how to engage the media in order to achieve peace through media intervention and peace journalism.

2. Theory and literature

2.1. Media's role in Conflicts

Technological advancements, growth and ubiquity of social media in the 21st century has made accessing relevant information in a timely manner very easy. Media have become the major means of communication and social connections today all over the world (Mwendia, 2013). The media is expected to be fair and objective in their reporting and must play significant roles in ensuring a peaceful society. Johan Galtung (1986) explained the role of media during conflict. He stated that the media can either choose to promote peace or war. To promote peace, they will be fair in their reporting, reporting the truth, promoting peaceful rhetoric and proffering solutions to the conflict. To promote war, the media can escalate conflict with the way they report conflict. Galtung stated that journalist can enhance conflict or war by reporting more victories for one party than the other who are involved in the clash, which could be through yielding to whims and caprices of those in power while ignoring the general population, disseminating propaganda or allowing themselves to be used as a medium of propaganda amongst others.

A study by Felson, (1996) reported that there is a correlation between media exposure and increased violence. His study showed that the media has a negative impact during conflicts. This sometimes occurred as a results of journalist empathizing with one party on certain issues during conflicts (Cottle, 2006). Certain cabals (media owners, politicians) are also assumed to influence news coverage due to their selfish interest or organizational structure (Mwendia, 2013). Due to the passive nature of readers, they rely on already prepared news from the media institution this makes journalist choose whatever they "wish" to cover (Seib, 2004). However, this trend of action has an economic implication on the media industry as a market opportunity because journalist will only report news based on the trending stories that will increase the number of their viewers (for TV), or readers (online) or at the very lease ensure they do not lose their audience members. According to Carruthers (2000), one way media ensures they maintain their audience base is to report on conflict. According to him, conflict is an issue that is highly regarded as having a very high news value and as such the vast majority of people in a society are invested in seeing the outcome of conflicts (in whatever form – land, interstate, communal etc.), which will invariably increase their circulation and popularity. This makes media an important stakeholder in conflict resolutions between the parties and others.

Examining the position of whether media industry is a potential source of conflict itself or not, Kisuke (2010) explained that people rely heavily on the media for information on any issue and as such when the information or news is not forthcoming, this might lead to desperation, restlessness and make them easy to be manipulated. People are easily manipulated to carry arms or cause trouble when they lack access to reliable news information. Reliable news information ensures that people can make informed decisions and have a generally more positive outlook to the future. The ability to make informed decisions strengthens societies and fosters economic growth, democratic structures and the positive outlook on the future (Kisuke, 2010).

2.2. The Kenyan press

The Kenyan press is an institution which is largely dominated by private media houses. This media industries have experienced a sporadic advancement since the

past decade. The involvement of private firms can be traced back to their year of independence in 1963. Generally throughout the world today, every citizen depends on news consumption through the media industry and Kenya is no exception. The advancement in media houses in Kenya can be traced to many radio stations established between 1999 to 2010 from 10 to 107 and Television stations from 4 to 15 within the same period (Synovate, 2012).
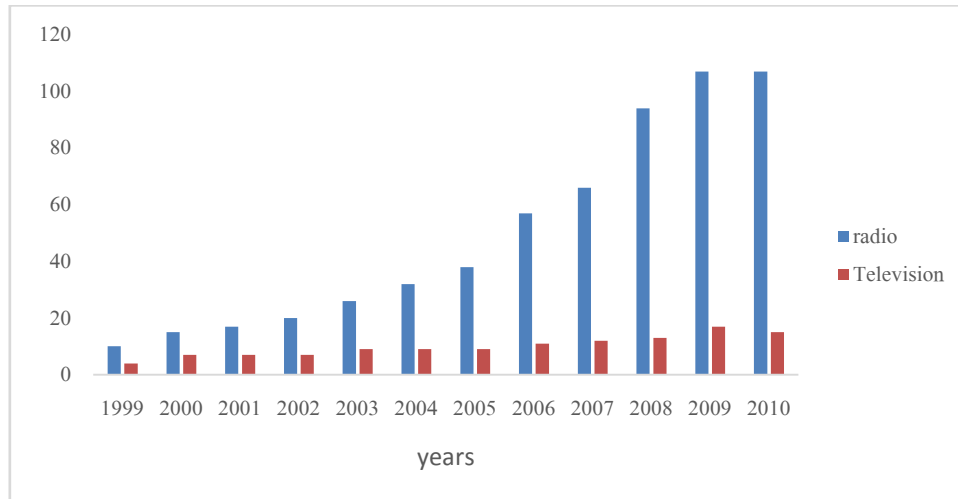

Figure 1. *The Chart of Radio and Television Stations in Kenya between 1999 and 2010*
Source: Synovate (2012).

2.3. Theoretical framework
The study relies on Peace Journalism Model.

The term peace-journalism was devised by Johan Galtung in 1986, who is incidentally also the father of Peace Studies. He explained that it is the direct opposite of war Journalism. Galtung in a forum in 1997 explained that war journalism not only legitimizes violence but is violent in and of itself. In his critic of the conventional news values of Norwegian media in reporting international conflict, Galtung and Ruge (cited in Lynch, 2007) concluded that the five major factors considered by the Norwegian news media when reporting news are; frequency, threshold, unambiguity, negativity and unexpectedness. So he coined the term Peace Journalism as a response to these values he considered negative. Galtung classified peace journalism vis-à-vis war journalism into the following categories:

Table 1. *Peace VS War Journalism*

S/N	Peace Journalism	War Journalism
1	Peace	War
2	Truth	Propaganda
3	People	Elite
4	Solutions	Victories

Source: Author (2018) adapted from Abdulnabi (2015)

The model of Peace Journalism was actually developed by Lynch & McGoldrick (2000) who defined Peace Journalism as a 'broader, fairer and more accurate way of framing stories'. They further state that, 'PJ is when editors and reporters make choices – of what stories to report, and how to report them – that create opportunities for society at large to consider and value non-violent responses to conflict' (Lynch & McGoldrick, 2005: 5). They explain that the model was inspired by the field of conflict resolution and conflict analysis and as such the Peace Journalist will focus on and highlight the ABC conflict triangle which is; Attitude, Behaviour and Contradiction/Context and will also focus on the three types of violence – Structureal, Cultural and Direct violence.

Peace journalism is basically unbiased journalism, it is reporting the news that allows both sides of a conflict to express themselves and do not take sides - labelling one side as good or evil. Galtung further explains that "The peace journalist focuses on suffering - particularly on women, the aged and children - give voice to the voiceless and name the evil on all sides" (Galtung, 2000: 145). It is important to clarify that Galtung is not saying the role of the Journalist is to preach peace but rather the role of the journalist is to be an unbiased mediator in the peace building process. Humphreys (1999) supports this assertion; he stated that peace journalism is about empathy and humanization of all sides and not moving beyond or distorting the facts. Lynch & Galtung (2010) insist that it is necessary to not shy away from asking the hard questions, because it is only by asking these questions that the gaps can be revealed and peace restored. Lynch & McGoldrick (2005) also asserts that reporting peace does not in any way mean overlooking violence, rather it is more about emphasizing the distinctions in the context and framing of violence.

In representing peace journalism as solution provider, generally certain essential assumption need to be addressed accordingly. When covering news on conflicts, peace journalism should provide a balanced voice of expression for all parties involved so has to proffer an easy way of communicating and understanding the situation in an unbiased way. People addressing their plight and the flow of action when reporting news are very important assumptions which a peace journalist needs to put into consideration. As opposed to traditional journalism where negative events are been covered when reporting conflicts. However, this traditional approach had some limitation of not providing the fact about before and after incidence of violence in an appropriate manner.

2.4. Approaches in the practice of peace journalism

Peace journalism concept is not a new approach when reporting conflict in the world today. It has gained enough recognition since 1990's. Understanding the progress of peace journalism is important and necessary especially in the 21[st]century were conflicts is being covered and reported in local and world news every day. Green & Visser (2000) expatiated on the progress of peace journalism under four main heading which are (i) journalists roles; (ii) journalists style of reporting; (iii) journalism approaches; and (iv) how those approaches involved all parties.

Journalists have a direct role to play in peace journalism approach compared to traditional journalism. A peace journalist initiates a problem solving structure to the crisis. The journalist is deeply and directly involved in the news story he/she is covering as opposed to traditional journalist which stays afar and only look for negative covering, write, edit and report (Green &Visser, 2000). They concluded that a peace journalist uses a method of critical and logical investigation while traditional journalist are more interested in violence act rather than understanding the cause of conflicts. Peace journalist are more interested in critical analysis process of conflict from why, when, how of the matter but traditional journalist seeks to cover bad stories. The role of a peace journalist is not only when there is war or conflict but also goes ahead to identify what happens to the communities involved even after the war. During covering and reporting, peace journalist covers stories of both parties and representing each community's points of views but traditional journalist only gives equal coverage.

2.5. Importance of peace journalism in Kenya

Kenya has become a case in point whenever the issue of electoral violence is discussed on the continent of Africa and even across the globe. The country has witnessed electoral violence and numerous conflicts in almost every election season in the country. For example, the 2007 general election was marred with violence that led to the death of about 1,400 people, while 600,000 people were displaced from their homes (Brownsell, 2013). Again in 2013 and 2017 general

elections, different parts of the country were engulfed with violence. In essence, Kenyan elections and electoral processes have become synonymous with violence. Accordingly, numerous research have been carried out on the major causes of violence in Kenya and the general consensus is that there are numerous causes of violence or conflict in Kenya, ranging from land disputes, to ethnicity, but most of the eruptions of violence usually comes to head during the elections in Kenya. Some of the most violent clashes in Kenya have occurred just before or after the elections.

The government of Kenya have also come up with different ideas to combat the incessant violence in the country. Some of this solutions have involved increasing military and police presence in violent prone areas of the country; this has so far not been successful, as available evidence has shown that this has only led to increased resistance from the Somali population and other minority groups within Kenya (Gibbons, 2014). The government have also changed the constitution to ensure it is more inclusive and progressive (in the sense of ensuring minority groups are taken care of and given the opportunity to be part of parliament); this have also not been very effective because although it looks good on paper, the government had failed to put mechanisms on ground to ensure the stipulations set forth in the constitution are followed and adopted. The government have also attempted to tackle the issue of violence and insurgency by involving the local community in peacekeeping, but this method has been criticized by Gibbons (2014) has not very effective as a standalone tool because the use of traditional peace building is no longer as effective because the dynamics between elders and youths have significantly changed with modernization and education i.e. the elders are no longer as effective in influencing youth behavior or curbing their excesses and as such using the community/traditional leaders is not as effective anymore.

Based on the failure of the above methods proffered by the government, it is therefore surprising that the government of Kenya has failed to co-opt the media in peacekeeping, peace building and conflict prevention. Research has shown that the mass media is one of the most powerful tool of persuasion and behavioral manipulation. This is where peace journalism comes in; it has been established in literature that the media is indeed powerful and influences behavior in society to a large extent. Peace journalism as earlier discussed is about ensuring that the media plays the role of de-escalation of violence rather than just objectively reporting. In fact peace journalism goes a step further to explain that when a journalist is presented with an opportunity to report an event that can lead to escalation of violence and cause serious problems, it is the responsibility of the journalist to avoid reporting on such information in order to promote peace.

The government of Kenya have tried a lot of ways to solve the incessant conflict in the country- they have increased police presence, they have changed the construction, they have even involved community leaders and influencers, but on strategy that the government have failed to incorporate is the media. So far the government have failed to include the media in their peace building and conflict prevention initiatives. This study therefore aims to show how the media is currently reporting the news (war or peace journalism) and to show how the media can better report in order to promote peace.

3. Date set and method

In other to assess the approach used by Kenyan media during the recent Kenya land conflict between 2017 and 2018, a Content Analysis coding schema was developed. Content analysis can be describedas asystematic categorization of the symbolic meaning of messages in order to make inferences about phenomena of interest that are not or cannot be directly observed. Some question related to news coverage were evaluated such as headlines, stories sources, topics discussed in news articles, how conflict news are framed and some other professional related questions. This study seeks to examine how news on land conflict in Kenya media was covered and reported between 2017 and 2018. Two Hundred and Seventy

seven news articles from Kenyan Newspapers were used in this study. This will help us understand whether the news was reported using war or peace journalism approach. How articles are written, who writes the article and the main news topics. The samples were done on five different news media in Kenya that reported on land conflict during the period under review. The newspapers are The Daily Nation, The Standard Newspaper, The Nairobi Star, Kenya Times and The Daily Metro.

3.1. An overview of selected media houses

Ownership of media houses in Kenya are majorly private individuals and few by government. This five newspapers were chosen for this research based on objectivity, their acceptance by citizen and their years of existence. This will help us in achieving the objectives of this study. The Daily Nation provides a comprehensive coverage of news in Kenya and very authoritative which is generally accepted in Kenya. All it news covered are very objective, unbiased, well detailed and independent. It is conglomerate which is very popular inEast Africa and owned by The Nation media Group. The standard Newspaper is a widely read in Kenya also and can be categorized as the oldest newspaper in Kenya, it was established in 1902. It is owned by Standard Group which also own KTN television. The Nairobi Star is a new generation newspaper. Its main activities are on gossip about Kenya's celebrities. It can be regarded as 'youngster's' newspaper because it is not always interested in mainstream news.

Kenya Times is owned by the former ruling party, KANU, Kenya Times was once the unofficial voice of the Moi government. This Kenyan newspaper used to be one of Kenya's top three papers, along with Daily Nation and The Standard. However, following the introduction of multiparty politics and the subsequent defeat of KANU in the 2002 elections, Kenya Times lost its stature. Nevertheless, it still offers Kenyans local, regional and international news. Daily Metro is also a new newspaper like Nairobi Star. It covers more of editorial news than the Star. Only few elite patronize the newspaper. The middle and low class income earners purchase it because of its low price. It was launched September, 2007.

3.2. Method of data analysis

The Content Analysis Coding Schema was used for the analysis during the assessments and evaluation of the hypothesis.

4. Findings

H1: Kenya media news coverage publishes negative headlines

The table below shows the analysis of headlines from selected media houses in Kenya. The table below shows that the newspaper headline can be positive, negative or Neutral. It is positive when it includes positive descriptors and is more solution oriented. A positive headline will show empathy and will be sensitive to the feelings of the general public. Negative headlines are headlines that seeks out adversaries and demonizes the 'other'. An example of this will be, "Kenya, a land flowing with the blood of the oppressed". While neutral headlines are those headlines that report on what happened without passing judgment or choosing sides. Neutral news reports usually make use of direct quotes from a source.

Table 2. *Analysis of Headlines from Kenya media*

Newspapers		Positive (towards the other)	Neutral (descriptive)	Negative (descriptive)	Total
The Daily Nation	Count	14	8	49	71
	% within	19.72%	11.27%	69.01%	100%
The Standard	Count	13	5	58	76
	% within	17.10%	6.57%	76.33%	100%
Nairobi Star	Count	12	3	27	42
	% within	28.57%	7.15%	64.28%	100%
Kenya Times	Count	13	7	32	52
	% within	25%	13.46%	61.54%	100%
Daily Metro	Count	12	4	20	36
	% within	33.31%	11.12%	55.57%	100%
Total	Count	64	27	186	277
	% within	23.10%	9.75%	67.15%	100%

From the table above, it can be deduced that Kenya media used a war journalism approach. Majority of their headlines were negative. 23.10% of the total headlines were positive and a significant 67.15% were negative and only 9.75 were neutral.

In an ideal situation, neutrality is what a media house should strive for. However according to peace journalism model, during conflict, the journalist should focus more on the positives rather than the negatives.

It can be clearly seen from table 2 below that news headlines from Kenya media did not approach news by peace journalism approach.

Based on content analysis using coding Schema, the result obtained in Table 2 revealed that Kenya newspaper coverage had higher percentage of negative headline of 67.15% and neutral (descriptive) had the least. The positive headline was 23.10%. This finding is also supported by the work of Mwendia, (2013) who researched on the role of media during crisis in Kenya and analyzed the news headlines impact. His Findings show that news coverage on conflict such as land, corruption incident, and constitutional crisis since the year 1992 to 2008 was bombarded with provocative, unbalanced, inaccurate and alarming headlines of the articles, but in recent years they are declining. This further reaffirms the point that Kenya media have not fully, if at all, embraced the principles and practice of peace journalism.

From the foregoing, it can be deduced that Hypothesis 1: Kenya media news coverage publishes negative headlines, has been proven. The media operating in Kenya land conflict does not reflect or show a balanced and fair news reporting. The media in Kenya has a tendency to reflect the opinions of the elite class while disregarding those of the common people. So in a lot of cases, the media in Kenya sees itself as a mere messenger or intermediary, simply regurgitating what they have been told instead of acting in their peacekeeping role. The outcome of this behavior is that instead of the media choosing to show empathy and be sensitive, they simply state what is happening or report on the position of the government or the elite class which might not be the best approach to fostering peace in the community.

H2: Kenya media prefers to choose negative stories (such as those involving court cases, corruption, land conflict e.t.c.) rather than positive stories

News coverage from Kenya media is dominated with negative stories which includes criminal offenses, court cases both political and social violence, rapes compared to other stories. Peace building initiatives and positive news stories are missing in Kenya mass media.).

From Table 3 we analyzed various incidences that can be put into negative categories using content analysis coding schema from newspapers articles published between 2017 and 2018. The result showed that land conflict had the highest percentage in all the newspapers (44%). This revealed that crisis (negative stories) are more reported during news coverage compared to positive stories. The percentage of positive news is low.

Table 3. Stories on From Different sources of Kenya Media

Newspapers		Land conflict	corruption	Court cases	Economy	education	total
The Daily Nation	Count	36	17	13	4	1	71
	% within	50.7%	23.9%	18.4%	5.6%	1.4%	100%
The Standard	Count	33	18	16	7	2	76
	% within	43.4%	23.7%	21.1%	9.2%	2.6%	100%
Nairobi Star	Count	17	12	10	2	1	42
	% within	40.5%	28.6%	23.8%	4.8%	2.3%	100%
Kenya Times	Count	21	13	11	4	3	52
	% within	40.4%	25%	21.2%	7.6%	5.8%	100%
Daily Metro	Count	15	13	5	3	0	36
	% within	41.7%	36.2%	13.8%	8.3%	0%	100%
Total	Count	122	73	55	20	7	277
	% within	44%	26.4%	19.9%	7.2%	2.5%	100%

Therefore Hypothesis 2 is proven. The incidence of negatives stories in news coverage is not unique to Kenya. According to Wolfsfeld (2004), there is hardly a news hour around the world that is dominated by negative news (wars, inflation, economic downturn, social injustices etc.). He went on to state that journalists seem to find negative news coverage more interesting. Kempf (2006) further supports this by stating that human been s are naturally predisposed to be attracted to news of conflict and it is only business-wise for media to capitalize on this human nature in order to keep turning a profit.

H3: The news values of Kenya journalism are not helping with reconciliation and peace in land conflict.

When the findings of the first and second hypotheses are considered, then it leads us to conclude that the third hypothesis (H3) is proven right. Hypothesis one (H1) states that Kenyan news media publishes negative news headlines and Hypothesis two (H2) states that the Kenyan media prefers to publish negative stories instead of positive stories. When considered along the lines of peace journalism and what it promotes, we can therefore conclude that hypothesis three (H3) which states that, the news values of Kenya journalism are not helping with reconciliation and peace in land conflict.

Peace journalism as an approach to reporting the news during conflict periods have not been embraced by Kenyan media. This does not imply that Kenyan media makes a conscience effort to fan the flames of violence or incite hatred and violence within the Kenyan community. From the results of this stud, we can see that the media makes some effort to be neutral which in itself is what journalism is all about, however peace journalism takes social responsibility of the press a step further by suggesting that a journalist in the interest of peace should make a conscience effort at promoting peace by focusing on positive news stories and stories that empathizes and promotes peace. In a lot of cases in order to promote peace, the media might have to turn a blind eye to some points of views that might promote hate or incite violence. For instance, in a situation whereby people have been killed in a community due to land disputes, the village chief might in the course of interviewing might call for retaliatory attacks against the community. In this situation, peace journalism is saying that the press should ignore such messages and avoid promoting or publishing such messages because it will only case more violence. This is where the Kenyan press might be lacking, as in their bid to be neutral, report issues and publish statements that might incite more violence instead of mitigating it.

5. Conclusion

The result of this study revealed that peace journalism approach was not used during news coverage of land conflict in Kenya. Traditional journalism approach was the hallmark from all the five Kenya newspapers used in this study. Based on the percentage of negative and positive outcomes of news coverage, it showed there were more negative stories than positive ones. All the three hypothesis from this study were proven to be true hence negative headlines are used in news coverage.

The choice of words used for capturing news is very important especially during conflict situations. For example, during the Bosnian war, media framing used for describing events had critical impact on how the war was defined especially through selection of language on how decisions were made on the war. The framing limited potential policy options into inappropriate options according to Kent (2003).

This study has now presented fact based evidence that Kenya media is not contributing to peace resolution in land conflict which has caused lots of negative impacts in the country. It is therefore suggested that the media should embrace peace journalism when covering and reporting news in a balanced and unbiased manner without sidelining any party involved. Before this can be effective, traditional journalist should accept that their approach is not helping the conflict but rather making it more critical. Media houses can come together and organize peace rally, peaceful programs that will bring parties involved into peaceful negotiation.

In conclusion, change is a constant thing in life, and any novel ideology will definitely face some challenges which peace journalism in Kenya media is not an exception. Although the traditional journalism has been a long practice approach which needs a reorientation and shift to peace journalism by the Kenyan media to be able to influence peace resolution during any form of crisis.

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