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University Examinations 2023/2024

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

JOO 3456: CONFLICT AND PEACE JOURNALISM

DATE: APRIL 2024

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE (30 MARKS)

- a) Describe the meaning of the following terms using relevant local examples.
 - i. Conflict. (2 Marks)
 - ii. conflict management (2 Marks)
 - iii. conflict resolution (2 Marks)
- b) Demonstrate any FOUR types of conflicts present in Kenya today. (8Marks)
- c) Illustrate in FIVE main ways how communication is important before, during and after a conflict. (10 Marks)
- d) Discuss the ethical considerations for journalists reporting on conflicts. (3 Marks)
- e) How can responsible reporting contribute to conflict resolution? (3 Marks)

QUESTION TWO (20 MARKS)

- a) Analyze the role of media in shaping public perception of conflicts. Elaborate how media can contribute to either exacerbating or mitigating conflicts? (10 Marks)

- b) Define peace journalism and explain how journalists contribute to peace building through their reporting (10 Marks)

QUESTION THREE (20 MARKS)

- a) Name and discuss two theories of war (8 Marks)
- b) Describe how conflicting parties in various situations use propaganda to shape narratives by disseminating information that supports their perspective and goals. (12 Marks)

QUESTION FOUR (20 MARKS)

- a) Reporting and writing for peace involve adopting a constructive approach to journalism with the objective of promoting understanding, dialogue and conflict resolution. Discuss six principles for such reporting. (12 Marks)
- b) Discuss the importance of active listening skills for journalists and illustrate how active listening can enhance their ability to gather and report information accurately. Provide examples. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain the concept of root causes in conflict transformation. elaborate how identifying and addressing these root causes can contribute to long term peace (10 Mark)
- b) provide examples of how investigative reporting has influenced positive change or exposed challenges in social and economic development (10 marks)