

Revolutionary Ways of Reporting Conflict: A case study of Kenyan Media

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Abstract

Truth, accuracy, objectivity, fairness, independence, balance, and a watchdog role are among the most important values that define journalism in Kenya. They are ideals since they reconstruct our media after what seem to be years of oppression and censorship.

The mushrooming FM stations and television channels coupled with above 60% of the population's access to technology and news cycles throughout the days have vastly increased accessibility to both the textual descriptions and imagery of conflict. As a consequence, the worth and centrality of media's role in reporting all types of disputes has amplified as well.

This paper, therefore, asks the question whether journalists have played a constructive role in conflicts and helped achieve conflict resolution or consensus, without abandoning traditional values. It will also assess the media's performance on reporting conflict and urge the adoption of standards and practices that will assist reporters to cover conflicts in ways that would have a positive impact on local, regional, national and international communities, while preserving journalistic integrity.

KEY WORDS: Proactive Reporting, Media assessment, Journalistic integrity, Positive Impact

