



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

THIRD YEAR SECOND SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

COURSE CODE: JMC 308

COURSE TITLE: COMMUNICATION AND CONFLICT MANAGEMENT

DATE: 17/04/2023

TIME: 8.00 - 10.00AM

INSTRUCTIONS TO CANDIDATES

Answer THREE (3) Questions. **Question 1 (One) is compulsory**

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.

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Jmc 308: Communication and Conflict Management

1. During the run-up to the 2013 election in Kenya, the International Criminal Court at The Hague confirmed the 2007/2008 post-election violence charges against four of the suspects, among them the two presidential aspirants, Hon Uhuru Kenyatta and Hon. William Ruto. This heightened tension in the country. The presidential race got hotter ahead of the epic State House elections. As a radio broadcaster at *100.0 Sikiza Afrika FM*, what are the critical roles that you should have played in **defusing tensions**?
[30 Marks]

2. You are a media consultant with *Kiongozi Afrika*. You are invited to talk to the newly employed Journalists at the Kenya Broadcasting Corporation (KBC). With examples, explain to them how media reporting can:
 - a) Act as a catalyst to unleash violence in society. [5 Marks]
 - b) Play a critical role in defusing tensions [5 Marks]
 - c) Help in post-conflict reconciliation and peace-building [10 Marks]

3. Discuss, at least, three types of conflict. [20 Marks]

4. William Wilmot identifies two categories of conflict as **destructive conflict** and **constructive conflict**. By use of examples, explain what you understand by this. [20 Marks]

5. On 25/2/2023, Nigerian presidential election was held. Bola Tinubu, former governor of Lagos, became the new president-elect. His victory was, however, disputed by the opposition party figures. As a conflict management specialist, appointed by the African Union to negotiate with two opposing sides for a lasting solution. Discuss key five methods of negotiation that you were to apply in this situation. [20 Marks]