

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST SEMESTER 2025/2026 ACADEMIC YEAR

**THIRD YEAR EXAMINATION FOR THE DEGREE
OF BACHELOR OF ARTS IN PEACE AND CONFLICT
STUDIES**

PACS 315: COMMUNICATION FOR A CULTURE OF PEACE

STREAM: R

TIME: 2 HRS

DAY: WEDNESDAY [11.30 A.M-13.30 P.M] DATE: 04/02/2026

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS: Answer Question one (COMPULSORY) and any other two questions

Section A

Question 1: (30 Marks)

- (a) Differentiate between the Linear Model and the Transactional Model of communication, and explain how the Transactional Model provides a more effective framework for understanding communication in community-based peace processes compared to the Linear Model. **(10 Marks)**
- (b) Examine five challenges of Non Violent Communication in Kenyan Group Contexts. **(10 Marks)**
- (c) During a dialogue facilitation exercise, a participant becomes defensive and raises their voice. Based on your expertise, describe the approaches you would employ to de-escalate the situation and re-establish a safe space. **(10 Marks)**

Section B: Choose Any Two Questions (40 Marks)

Question 2:(20 Marks)

- (a) Critically assess the dual role of social media in spreading rumors and misinformation during electoral cycles versus its potential as a tool for peace-building. **(10 Marks)**
- (b) A non-governmental organization is documenting the experiences of survivors of ethnic violence for a public advocacy report. Outline the ethical and trauma-sensitive steps they must take to ensure informed consent, manage confidentiality/transparency tensions, and prevent re-traumatization. **(10 Marks)**

Question 3: (20 Marks)

- (a) Describe three distinct communication-based early warning indicators that signal potential conflict escalation. Provide a corresponding de-escalation communication technique for each indicator. **(10 Marks)**
- (b) Using Kenya as a case for analysis, describe how you would design inclusive communication approaches that navigate the identified Coast-Upcountry cultural communication barriers. **(10 Marks)**

Question 4: (20 Marks)

- (a) Analyze how using survivor testimonies or success stories from community-led peace initiatives can function as a tool for creating alternative narratives that promote peace. **(10 Marks)**

- (b) A youth peace club in the Mt. Elgon region is launching a post-conflict healing project. Given the history of violence in the area, explain the importance of using a healing-centered communication approach over a purely information-focused approach. Identify three specific trauma-sensitive communication practices you would teach the youth club members. **(10 Marks)**

Question 5: (20 Marks)

- (a) Power distance and gender dynamics significantly influence communication in many cultural contexts. Analyze how these two factors can complicate both inter-ethnic communication and traditional conflict resolution mechanisms in Kenya. **(10 Marks)**
- (b) Peace education and advocacy rely heavily on strategic public communication. Explain the difference between persuasion techniques and behavioral change communication. Using the example of the "Najivunia Kuwa Mkenya" campaign, briefly illustrate how the two concepts work together to achieve peace advocacy goals. **(10 Marks)**