ABSTRACT

The media plays an important role of disseminating peace and reconciliatory messages in conflict situations. It does this using various forms such as radio, television and newspapers. This research project looked at photography as a different form of media that has, over time, not been fully exploited when informing, educating and communicating with audiences. This study focused on Kenya's 2007-2008 post-election violence that erupted after disputed presidential results as well as Picha Mtaani, photograph exhibitions that were aimed at encouraging peace and reconciliation among the victims and perpetrators of the violence. The study was conducted in Nairobi which was one of the areas that were worst hit by the violence and also a beneficiary of two Picha Mtaani exhibitions. Questionnaires and interviews were administered to collect the necessary data from the organizers and audiences of the Picha Mtaani photograph exhibitions. The data collected was analyzed, presented and conclusions drawn from the results. The study concluded that as much as photography can successfully be used to pass across the intended messages of peace and reconciliation during conflict, caution needs to be exercised in order to ensure that the audience is not negatively affected by the images they are exposed to.