Abstract

An estimated one-quarter to one-third of United Nations member states are conflict-stressed states or emerging democracies and all of these are multi-ethnic states with racial and/or ethnic divisions. That means that these same countries are, at some point if not currently, going to be going through the process of nation building. This study sought to determine the role of Serian radio in peace building and environment conservation among communities living in Samburu district. The specific objectives of the study were to establish role in Serian radio in peace building among communities living in Samburu district, to determine the role of Serian radio in environmental conservation among communities living in Samburu district and to find out the role of Serian radio in preservation of culture and languages among communities living in Samburu district. This study was done in Samburu district. Samburu District is a district in Rift Valley Province, Kenya. The target population of this study was 143547. Since the target population is too large the sample size of this study is calculated using the sampling formula. Simple random sampling was further used in this study to select 270 respondents. The researcher used questionnaires to collect data and were administered using drop and pick method. The collected data was thoroughly examined and checked for completeness and comprehensibility. The data was then be summarized, coded and tabulated. Descriptive statistics such as means, standard deviation and frequency distribution were used to analyze the data. Data was coded and entered into the Statistical Package for Social Sciences (SPSS) for analysis. SPSS was used to perform the analysis as it aids in organizing and summarizing the data by the use of descriptive statistics such as tables. Data presentation was done by the use of pie charts, bar charts and graphs, percentages and frequency tables. The study found that that majority of people living in Samburu district were listening to Serian radio every day and hence Serian radio was important in passing information on peace building and environment conservation to communities living in Samburu district. The study further revealed that Serian radio was highly influencing peace building in Samburu district. The study also established that Serian radio influences environmental conservation in Samburu district to very great extent.