

Nature Of Media Diplomacy In Influencing Foreign Policy Decision Making Process In Kenya: Kenya's Foreign Policy.

Abstract.

The media's diplomatic function has been studied in relation to the advanced communication technologies that have led to the allocation of a more far-reaching role to the media in the conduct of diplomacy. The main research gap that this study aims at covering lies in the actual media diplomacy influence on the foreign policy decision making process at implementation phase. Despite the attention given to the media's potential to affect foreign policy decisions, their involvement is still confined to a largely instrumental role and more importantly, one that influences the process of decision making, rather than the decision outcomes. This study analysed media diplomacy influence on foreign policy decision making process in Kenya at implementation phase. The objective of this study was to examine the nature of media diplomacy in influencing foreign policy decision making process in Kenya. It is established that media plays a complementary role to diplomacy in foreign policy implementation and hence shapes the outcome of foreign policy in Kenya. The article concludes that media diplomacy can play a significant role in the foreign policy implementation. The study hence recommends that Kenya should establish a strong regional media network, an effective diplomatic strategy to bridge the gaps in foreign policy process and train diplomats on effective media relations.