



## **KEYNOTE ADDRESS**

**BY THE CHAIRMAN, NATIONAL COHESION AND  
INTEGRATION COMMISSION**

**DURING THE KENYA EDITORS GUILD**

**BREAKFAST MEETING ON**

**TRANSGENERATIONAL CONVERSATIONS:**

**THE QUEST FOR POLITICAL DECENCY AND**

**ACCOUNTABILITY IN KENYA**

**ON**

**14<sup>TH</sup> OCTOBER 2024, SERENA HOTEL,**

**NAIROBI.**

**Ms. Zubeida Kananu, The President Kenya Editors Guild**

**Commissioners, NCIC**

**CEO, NCIC**

**CEO, Kenya Editors Guild**

**Distinguished Editors present**

**Members of the Forth Estate present**

**Ladies and Gentlemen:**

**Good Morning!**

1. Today, as we gather in this significant forum, I invite you to embark with me on a journey that weaves together the threads of our past, our present, and the tapestry of our future. We stand at a crossroads, much like a river diverging into tributaries, where the wisdom of our ancestors meets the vibrant voices of our youth, particularly the indomitable spirit of Generation Z.

2. At the onset I wish to thank each one of you for creating time to be in this gathering this morning. Indeed, we acknowledge the nature of your busy schedules but you have prioritised and honoured our invitation to be here with us.

**3.** The media is both a mirror and a magnifying glass. It reflects our realities and magnifies our aspirations. Much like a compass, it guides us through the uncharted waters of national discourse, helping us navigate the complexities of our society. Today, we delve into the role of media within the framework of Transgenerational Conversations Framework—an initiative crucial for effective nation-building.

**4.** We acknowledge today's rapidly evolving society, and the pivotal role of the media in shaping conversations across generations. As we navigate the complexities of our national identity and collective future, particularly in a diverse nation like ours, the media emerges not merely as a tool for information dissemination but as a vital catalyst for meaningful dialogue between generations. The media plays a crucial role in narrative, acting as a conduit for the voices of our youth while also providing a platform for dialogue that transcends generational divides. The following are ways in which the media can be part of this journey:

- i. Bridging Generational Gaps:** The media acts as a bridge, facilitating communication between older and younger

generations. Traditional media outlets, alongside social media platforms, create spaces where diverse voices can be heard. By highlighting issues relevant to both Gen-Z and older generations, the media fosters a culture of understanding. It allows the wisdom of the past to intersect with the innovative ideas of the present, creating a rich tapestry of dialogue that benefits everyone.

**ii. Empowering Youth Voices:** In an era where Gen-Z is emerging as a significant force for change, the media provides a platform for their voices to resonate. Young people are not just passive consumers of media; they are active participants in shaping narratives. Through social media campaigns, blogs, and podcasts, they challenge the status quo and bring fresh perspectives to long-standing issues. This empowerment is crucial for fostering a sense of ownership among the youth, encouraging them to engage in the national discourse.

**iii. Promoting Inclusivity and Empathy:** Media has the unique ability to spotlight stories from various

generational perspectives, promoting inclusivity. By featuring diverse narratives—whether from the elders who fought for independence or the youth who advocate for change—the media cultivates empathy and understanding. This inclusivity is essential for a cohesive society, as it allows individuals to see beyond their own experiences and appreciate the rich diversity of views that exist within our nation.

**iv. Encouraging Accountability:** The media serves as a watchdog, holding institutions and leaders accountable. In a time when trust in governance is eroding, the media's investigative journalism can uncover corruption and inefficiencies, demanding transparency and ethical practices. By amplifying the voices of citizens—especially those of younger generations who seek accountability—the media fosters a climate where leaders are compelled to act in the best interests of all Kenyans.

**v. Facilitating Constructive Dialogue:** The media is a platform for constructive dialogue, essential for

addressing the grievances of different generations. By hosting debates, panel discussions, and community forums, media outlets can facilitate conversations that allow for the exploration of differing viewpoints. These dialogues can lead to a deeper understanding of the challenges faced by various generations, ultimately paving the way for collaborative solutions.

**vi. Shaping Public Perception:** Media shapes public perception and can influence societal attitudes toward critical issues. By presenting information that challenges stereotypes and promotes a nuanced understanding of generational differences, the media can help shift the narrative from division to collaboration. This shift is crucial in creating a more unified approach to national challenges, where all voices are valued and heard.

**vii. Fostering Innovation through Dialogue:** Finally, the media can stimulate innovative ideas by encouraging cross-generational collaboration. When older generations share their experiences and knowledge with the tech-

savvy youth of Gen-Z, the result is a fusion of tradition and modernity that can lead to groundbreaking solutions. This dialogue is not only beneficial for policy-making but can also inspire grassroots movements that drive real change within communities.

Indeed, the media plays an indispensable role in the Transgenerational Conversations Framework. By bridging generational gaps, empowering youth, promoting inclusivity, encouraging accountability, facilitating constructive dialogue, shaping public perception, and fostering innovation, the media helps to create a cohesive society.

As we move forward, it is imperative that we harness the power of media to not only engage in meaningful conversations but also to inspire collective action that will shape a brighter future for all Kenyans. Together, through the media, we can build a nation that embraces its diversity and works toward unity.

As I wind up, let us remember that the future of our nation is not a distant horizon; it is being shaped today, in the conversations we

have and the actions we take. We hold the power to sculpt a future that embodies the aspirations of all generations. Together, let us harness the strength of our diverse voices, building a Kenya that thrives on trust, cohesion, and shared dreams.

**Thank you. God you and God bless Kenya.**

**Rev. Dr. Samuel Kobia, CBS**

**Chairman, National Cohesion and Integration Commission**

**14<sup>th</sup> October, 2024.**

