

**ROLE OF MEDIA IN PUBLICISING KENYA VISION 2030: A CASE STUDY OF
THE FIRST PHASE FLAGSHIP PROJECTS**

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DECLARATION

Declaration by the Student:

This is my original work and has never been presented in any other institution for examination. All information sourced from other scholars has been duly acknowledged.

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DEDICATION

This project is dedicated to my family. Thank you so much for your consistent encouragement, support and inspiration. May God bless you.

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I owe it all to God who granted me health and sufficient grace and made it possible throughout my program.

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LIST OF ABBREVIATIONS

ASAL	Arid and Semi-Arid Lands
BBC	Britain Broadcasting Cooperation
BPO	Business Process Outsourcing
C4D	Communication for Development defined
CD	Compact Disks
DVD	Digital Versatile Disc
FAO	Food and Agriculture Organization
ICT	Information Communication Technologies
IMF	International Monetary Fund
MTP	Medium Term Plan
PEV	Post-Election Violence
SME	Small and Medium Term Enterprises
SMDGs	Sustainable Millennium Development Goals
UN	United Nations
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNICEF	United Nations Children's Fund

ABSTRACT

The study analysed how the print media in Kenya covered the flagship projects in the first phase of Kenya Vision 2030. It has used the Framing theory, Agenda Setting Theory and the Priming theory to identify the coverage of Kenya Vision 2030. The study analysed the content of the two most popular newspapers in the region: The *Daily Nation* and *Standard*. Data was collected using an analysis of the stories contained in the two newspapers. The content of 200 articles from the *Daily Nation* and *Standard* was reviewed. The qualitative data was subjected to sectional analysis which was later represented in tables, graphs, texts and means. In the finding, the coverage lacked the subsequent follow up on their progress and the challenges that they continue to face. The framing of flagship projects was more positive than negative though it lacked consistency, while the priming of articles on the flagship projects needs to be enhanced. This will influence accountability and transparency on the part of the government, and also influence the publics' perception of the flagship projects so that they can support their progress and completion. Consequently, they will provide opportunities to improve their quality of life of all citizens. The study recommends more research on how messaging on Kenya's Vision 2030 influences public attitudes and perceptions.

CHAPTER ONE

INTRODUCTION

1.1 Overview

This chapter presents the background of Kenya vision 2030, statement of the problem, research questions, significance of the study, rationale and justification scope and limitations of the study and the operational definition of terms.

1.2 Background

The Universal Declaration of Human Rights United Nations (1948) allowed the public to have access to information, However, in 1962, a study carried out by UNESCO found out that 70% of the entire world's population could not access sufficient information. Followed by that, UN gave a call to all countries, that within their developments plans, they were to incorporate media development. Also, the media has vital roles to play regarding education, social, and economic progress (UN, 2015).

It has recently been discovered by UN that independent media should bring out good governance which has been craved not only by the locals but people at the global level as well. People want institutions that are free and fair, transparent in their processes, competent, responsive and accountable. Individuals need their voices to be heard and their sentiments listened to and appropriate actions to be taken (UN, 2015). In the past ten years, Kenya has performed well in terms of economic growth, and the main champion of this growth is modern services. Such services have evolved over time. For instance, the linking of financial services with mobile communications has improved international trading activities. Demand of these services has also increased over time (Argenta et.al, 2015). Agriculture and manufacturing were the key economic sectors of the country. However, their activities have slowed down and they have had a challenge of creating sufficient employment opportunities for the Kenyan population that is constantly increasing. The informal economy creates jobs but most of them are in low productivity sectors of hospitality, trade and casual workers.

It is still significant to create job opportunities for the population in rural areas so as to reduce the rate of poverty levels which have shot over the past few years. Job creation also shared prosperity. Another factor is on the improving the simplicity of working together for expanded employment creation and efficiency. Research has also proved that the crucial way to reduce poverty is to revive the agricultural sector.

Increasing growth to meet national development goals needs innovation that raise firms' productivity and appropriate technological advances. Kenyan firms have a high capability of innovation as compared with those from several other countries. A minimal number of Kenyan organizations bring new products to the domestic market but there is still room to increase production. In addition, the number of firms spending on research and development are still few, and Kenya can increase innovation by leveraging its stock managerial capacity. This will attract foreign firms to stimulate productivity as technology spills into the market.

Macroeconomic stability is therefore a prerequisite of achieving academic growth to increase national savings and help improve in investments. Besides the government's strife to build Kenya's vitality and transport framework, the general society speculation administration process should be improved and better strategies employed. Further, oil discovery in the country allows room for raising Kenya's growth rate if used prudently. Significantly, oil production can contribute to achievement of the Vision 2030 goals. When resources are extracted in the country, they directly impact the economic output and the main transmission channel is budgetary. If the resource revenues are properly managed, then sufficient funds would be raised for public investment, productivity and human capital in the sectors of the economy that do not produce resources (Argenta et.al, 2015).

The Kenya Vision 2030 is the long-term national development goal whose aim is to change Kenya into a middle income country with a standard and good quality of life to the general public by the year 2030, in an environment that is secure and clean (Ministry of State for Planning, 2008). The Vision comprises of three key pillars: Economic,

Social, and Political. Each of these pillars has elaborate flagship projects and programmes that would be supported by various policies, legal and institutional reforms. The function of the Economic pillar is to monitor and help achieve a standard economic growth rate of approximately 10% yearly. It should also sustain this rate to 2030 and beyond. The social pillar is to promote fair and equitable social development in a clean and secure environment, while the political pillar aims to realize a democratic system that is accountable, people-centered, issue-based, and result-oriented. The Kenya Vision 2030 will be implemented in successive Medium-Term Plans (MTPs) of five years. The first MTP ran from 2008 to 2012. (Office of Public Communications, 2008).

The first phase (MTP 2008-2012) identified the reforms and policy actions and as well as and projects and programs that were under going to be implemented by the government (Service of State for Arranging, National Improvement and Vision 2030, 2008). It incorporated the exercises recognized in the Report of the National Accord Execution Board of trustees on National Reconciliation and Crisis Social and Financial Recuperation and the nation's One-Year Monetary and Social Recovery Design. Their main aim was to achieve a fast recovery of the social and economic sector, after the destructive events of December 2007 General elections (Government of Kenya, 2013). The MTP aimed to increase the real GDP growth from an approximate 7 per cent in 2007 to 7.9-8.7 per cent by the years 2009-2010; to 10 per cent by 2012. To be specific, the overall strategy for the tourism sector was to be ‘a best 10 tourist destination offering high-end, diverse and distinctive guest encounter.’

The major flagship projects in tourism industry that were to be executed during the first phase were development of 3 resort cities in Diani, Isiolo and Kilifi. A Premier Parks Initiative would ensue to brand the most mainstream parks with the point of offering amazing experience at premium rates. The Under-used parks activity would see recovery and development of infrastructure in these parks, while bed capacity and expansion would be factored. Other projects to be implemented were the creation of an Amusement Park at Bomas of Kenya to offer an assortment of entertainment encounters, building of new presentations displays for the National historical centers and advancement of world

legacy destinations as tourist attractions in Lamu and Sibiloi. The wildlife corridors and migratory routes would also be secured. The Agriculture, Livestock and Fishing sectors had major flagship projects and reforms outlined in the first MTP (Ministry of State for Planning, National Development and Vision 2030). This was in an effort to undo the decline, and fast track growth efforts especially within the agriculture sector. They included Enactment of the Consolidated Agricultural Reform Bill, reduction of fertilizer costs, establishment of disease free zones, establishing the Land Use Master plan and ASAL development project. These projects were to be supported by programmes initiatives such as Agricultural Research and Development through joint effort and coordination among key establishments, transformation of parastatals and producer organizations. Seed and breed quality would be improved and the cooperative sector would be transformed. Others projects include testing, promoting and distributing low-cost irrigation technology, legal and institutional reforms as well as improving access to farm inputs.

The Wholesale, Retail and International Trade sector has been the most quickly extending sub-segments of the economy since the presentation of trade liberalization in the 1990s. It was envisioned that during the first MTP, it would transform into a formal part that is effective, multi-layered and enhanced in product range and innovative as the economy moves towards a 10% growth target. This would play a crucial role towards achievement of national development targets including the SMDGs that will curb extreme destitution and hunger, and on creating worldwide associations for development.

Key flagship projects were identified for the period 2008-2012 to meet the development agenda. One was to build a free trade port in Mombasa, to make no less than 10 hubs and 1000-1500 Producer Business Groups with a pilot venture in Maragua; to be stretched out to different districts. A 10 level market with a pilot venture in Athi River would be manufactured, and development of entire and retail sellers showcase in urban regions (GoK, 2013). The Manufacturing sector had key flagship projects and programmes in development of Industrial and manufacturing zones. Other projects were product and market diversification, improvement of no less than five SME industrial parks, Specific

Financial Zones in key urban centers and Business Process Outsourcing (BPO). Programmes under BPO would include establishment of a BPO park at Athi River Export Processing Zone; for superior telecommunications infrastructure. There would be marketing campaigns to determine existing opportunities and proactively promote BPO in targeted geographical markets. Training programmes around primary processes such as in customer contact would be conducted. A BPO incentive framework would also be established (Ministry of State for Planning, National Development and Vision 2030, 2008). The first MTP also envisioned transformation in Financial Services between 2008-2012, with the aim of making a vibrant and competitive financial division driving elevated amounts of funds and financing the nation's investment needs. They would be anchored in various flagship projects including consolidation of the banking sector through enhanced capital base. There would be increased financial access through formalization of microfinance, deepening capital markets by raising institutional capital and expanding security and equity markets. Leveraging remittance and long term capital inflows would also be a priority.

Estimated Kenyan shillings 500 billion was to be invested so as to implement the Flagship Projects under the Economic pillar of vision 2030. The plan targeted the creation of an additional 3.5 million employment opportunities within the five years to reduce unemployment and to address equity and poverty reduction. This would reduce poverty levels, from 46 per cent to 28 per cent. The average annual revenue would be increased from an approximate USD 650 in 2006 to USD 992 by 2012 (Government of Kenya, 2013).

Other sectors targeted for reforms during the first MTP included the education sector. Projects and ventures planned for the this division inside the five years included developing and completely preparing 560 secondary schools and working no less than one boarding elementary school in every constituency of the Arid and Semi-Arid (ASAL) districts, An additional 28,000 school teachers would also be recruited (Embassy of the Republic of Kenya in Ireland, 2013). In the health sector, a devolution approach was adopted to facilitate the allocation of funds and responsibility for delivery of health care

to district hospitals, health centers and clinics. Furthermore, Community-level health units were to be introduced to serve local populations (BBC News, 2013).

The administration of Kenya embraces numerous open development projects as a component of its national advancement strategy. Kenya's vision 2030 visualizes an effective foundation base to drive the various divisions of the economy for practical improvement (Kenya vision, 2030 Blueprint). The development business consequently has a significant part to play in the acknowledgment of this vision. In spite of the huge development seen in the development business in Kenya throughout the years, the extent ascribed to the general population segment is unimportantly little and looked with a considerable measure of difficulties. These difficulties result in postponed ventures, deserted tasks or undertakings of over the top cost. Open area development ventures utilize open assets and there is expanded mindfulness and developing interest from the general population for responsibility of these assets. One of the fundamental arrangements of any open or private division managing the execution of tasks is to redesign projects' execution, through diminishment of costs, fruition of undertakings inside their doled out spending plan and time limitations, and enhance quality. Unless the development activities' difficulties are alleviated, the development business will be unequipped for effectively executing the expansive scale projects expected inside the Vision 2030 and different tasks.

In the water segment, various projects and undertakings were proposed for execution. They included recovery and security of forests in five water towers, water stockpiling and gathering programs through advancement of two huge multi-reason dams with capacity to store 2.4 billion cubic meters and change of sanitation and urban sewerage programs (Government of Kenya, 2012). Over the Medium Term Plan period, the government was to keep mainstreaming gender orientation into all administration strategies, plans and spending plans, with the point of accomplishing gender value in all parts of society. Governmental policy regarding minorities in society was to be consequently executed to guarantee that women have no less than 30% representation in enrollment, advancement and arrangement at all levels. To increase housing potential, plans were set up to

construct 200,000 residential units yearly by 2012. In such plans, motivating forces were to be given to the private part to develop houses, and to people through foundation of an auxiliary home loan back enterprise among others (Embassy of the Republic of Kenya in Ireland, 2013). With such dynamic targets and goals to be understood, these leader ventures are secured on great administration which concentrates on the capacity of the state to play out its key roles in light of the necessities of its residents, and to be responsible for what it does.

Emphasis has in this way been set on a people-focused belief system - requirements of the general population, public interest, straightforwardness, responsibility and obligation of the strategy producers (The National Archives, 2011). In light of the idea of straightforwardness, one huge advancement that occurred in 2013 in Kenya was the correction of the Information and Communication Act (GoK, 2013) This Act, which stipulates the receptiveness to the general population of information in the ownership of state offices, unmistakably supports the all-around held idea of the privilege to know by the general population (GoK, 2013). In ordinary conditions, it can take a long while before the general population, or even the administration authorities who are in control of information, to satisfactorily comprehend the need of disclosing information (Watts and Dodds, 2007). Consequently, it was foreseen early that it would be the obligation of the media to bring this new idea (the Kenya vision 2030) including the various phases - first phase) to the consideration of Kenyans.

The media are correspondence channels through which news, entertainment, data, learning, or publicizing messages are spread. Media fuses each communicating and narrowcasting medium, for instance, every day papers, magazines, television, radio, declarations, standard mail, telephone, fax, and web (Smith, 2011). They can similarly be characterized in form of information stockpiling, separated into three general classifications: Magnetic, for example, diskettes, disks, tapes; Optical, for example, microfiche, and Magneto-optical, such as CDs and DVDs. The mass media are diverse media advancements that are expected to reach an extensive gathering of people by mass correspondence (Bhattacharyya, 2011).

Conveying of government information by the media transforms the general population into educated nationals as the entire society shifts towards post-advancement. It additionally urges the general population to practice their entitlement to know, which is basic when they are to settle on decisions with respect to their interest in the support of this first stage. Generally, the media plays a vital part in correspondence through dissemination of information, providing exchange programs, giving ideas, teaching skills for a better way of living and making a base of agreement for stability of the state (Cialdini and Noah, 2008).

As Udomsilp (2014) opines, exact and adequate data empowers the general population to better make the most of their right to speak freely, helping them settle on rational choices and undertake correct actions valuable to them. Since the media has such energy to start improvement, this research assesses its scope of the flagship projects in the first phase of the Kenya vision 2030.

1.2 Statement of the Problem

Different kinds of research show that a plural media enhances government responsiveness by giving a voice to the minorities. As per the study by Besley et.al (2002) which inspected information in India from 1958 to 1992, it demonstrated that state governments were more receptive to falls in food generation and damage of crops by floods through open distribution of food. Catastrophe alleviation was possible where daily paper flow was higher, responsible and more noteworthy. A 10% drop in sustenance generation was linked to a 1% expansion food dispersion in states that were average middle regarding daily paper dissemination per capita. Fruitful instances of part in financial advancement in Poland and Hungary demonstrate that the media not just assumed a part in changing circumstances of contention into coordination, yet in addition access to data has enabled legislators and the masses to arrange on great guesses prompting monetary advance (Freille et. al, 2007).

Kenya is among the best nations in Africa with incredible potential in economic advancement. It has a population evaluated at 48 million, which rises by an approximate one million a year. With help of the World Bank Group (WBG), IMF and other advancement accomplices, Kenya has made critical reforms that have added to a stable economic state over the past ten years (World Bank).

The assumption of this study was that the media, especially the print media in Kenya has not adequately covered the Vision 2030, despite its significant role in accelerating sustainable economic growth, reducing inequality and managing scarce resources. Observable trends indicate that media coverage is mostly on political contests between top political parties and politicians. The first MTP (2008-2013) of Vision 2030 has now been implemented, and we are currently in the second MTP (2013-2018). This study therefore examined the role of media in coverage of the flagship projects in the first phase (2008-2013) of Kenyan Vision 2030, the frequency of the coverage as well as the placement of articles in the *Daily Nation* and *Standard*.

1.3 Research Objectives

1.3.1 Main Objective

The main objective of this study was to evaluate media coverage of the flagship projects of the first phase of vision 2030.

1.3.2 Specific Objectives

- i. To find out the frequency of publishing information by the media on first phase flagship projects of Kenya Vision 2030.
- ii. To investigate areas of coverage of Kenya Vision 2030.
- iii. To find out the placement of the content on the flagship projects of the Kenya Vision 2030.

1.4 Research Questions

The study sought to find answers to the following questions:

- i. How often did the print media publish information on first phase flagship projects of the Kenya Vision 2030?
- ii. What stories on Kenya Vision 2030 were published by the media?
- iii. How was the placement of the flagship projects of Kenya Vision 2030 in the media?

1.5 Significance of the Study

Kenya has complex business enterprise by territorial standards yet could expand its worldwide impression through expanded interests in data innovation (African Economic Outlook, 2017). Progress has been made in implementation of projects under Vision 2030. In the energy sector, the quantity of families associated with electricity went up from 1.06 million to 1.027 million; against an objective of 1.26 million.

There has been modernization and expansion of various airports and airstrips as well as development of roads (*Daily Nation*, May 16 2010). However, the government has been unable to meet most of the targets it had set out to achieve in first phase. Projects affected are in the economic sector especially in agriculture, tourism, livestock and manufacturing. Others are in the health and education sectors. This has been attributed to a slow procurement process, high cost of ranch inputs and high taxes, restricted private participation, insufficient foundation and absence of strategy and administrative system. Increase in corruption index is also to blame for the failure of projects (*Daily Nation*, May 16, 2010).

The launch, progress and completion of flagship projects which have a potential to steer economic growth require a comprehensive communication strategy. Limited research exists on Kenya Vision 2030 especially from a communication perspective. Some of the studies done so far are: The feasibility of transforming Kenya into a regional ICT Hub, and Education and Kenya Vision 2030. However, there was information on governance issues in relation to the media. There was need therefore, for analysis of media coverage of Kenya Vision 2030. This study is a contribution towards filling this gap in literature. The findings of the study will improve how the media reports on the flagship projects in order to influence their success.

1.6 Rationale and Justification

Poverty, unemployment, disease and drought, food insecurity and inequalities continue to plague Kenyans, despite the existence of numerous natural resources. According to the World Bank's Kenya Economic Update (KEU) of 2017, Kenya's economic growth was estimated at 5.9%, a five year high. The GDP growth rate is expected to grow significantly in 2017 and 2018. This has been attributed to the launch of some of the flagship projects of the Kenya Vision 2030, proposed after the 2007/2008 PEV to put the nation back to a social and economic recovery plan. Their launch and completion was expected to accelerate the growth rate from an estimated 7% in 2007 to 10 % by 2012 and beyond.

However, the way the media reports on the blue print project is important as it can promote good governance, which is critical for the success of the project. The government needs to be held responsible not only for the launch of these flagship projects and reforms but also accountable and transparent in their progress. This is by relaying information through the media on the opportunities available for Kenyans to support and invest in these projects with the aim of creating employment and reducing poverty levels. The media therefore influences both the public and policy makers and shapers, through collective engagement in keeping everyone informed and providing a platform for dialogue. This study therefore sought to illuminate the shortcomings of the media in their coverage, and giving recommendations on the same.

1.7 Scope and Limitations of the Study

The study was limited to newspaper articles on Kenya Vision 2030 in the *Daily Nation* and *Standard*, in the first year of 2008/09 and the last year of 2012/13. The study did not analyze any other print media outlet in Kenya.

1.8 Operational Definition of Terms

Development: It's the meeting of basic needs, the creation of current business openings and the accomplishment of a less unequal distribution of wage.

Economic Development: It is the assumed answer for total neediness to a considerable lot of the world's most pressing issues.

Editorial Policy: It's set of rules and regulations that govern publication of certain materials.

Flagship projects: These are specific programmes scheduled for implementation during the medium term plans of the Kenya Vision 2030.

Framing: It's about how the media is assumed to influence people by telling them how to think about a particular issue.

Media: Media are the communication channels through which information; education; entertainment and data are disseminated to the masses.

Kenya Vision 2030: It is the national long haul advancement blue-print that intends to change Kenya into a recently industrializing, center wage nation giving a high caliber of life to every one of its natives by 2030 of every a perfect and secure condition.

Neutral stories: That which reported on facts only about the flagship projects/reforms of Kenya Vision 2030

Negative stories: That which refer to the challenges that could hinder completion of flagship projects of Kenya Vision 2030.

Positive stories: That which refers to opportunities presented by of the flagship projects of Kenya Vision 2030.

Placement: The exact position of the article in the newspaper in relation to page number.

Priming: This is about how issues are made accessible to the audience by media.

Print media: These are medium that disseminates information in form of publications such as newspapers, booklets, pamphlets and magazines.

Theme: It is the unifying dominant idea that brings out the focus of the story.

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

This chapter presents the literature reviewed on the role of media in their coverage of development programmes. The review includes that of the mass media in Kenya, media in disseminating information, media and governance and media in economic development. Challenges that could hinder successful implementation of Vision 2030 have been presented, as well as a conceptual framework on the research objectives and research variables. Finally, three theories to anchor the study have been discussed.

2.2 Mass Media in Kenya

Television audience in Kenya is primarily both urban and rural based (Potter, 2008). Radio and television also offer generation of exceptional narrative movies for screening on TV, group focuses, in schools and other open social events. They therefore offer coverage to every part of the country simultaneously (Splichal, 2006). These programmes convey either a national level theme or locally-based themes which have propelled the implementation of the flagship projects in the first phase of the Kenya vision 2030.

They offer platforms such as broadcast programs and space to dialogue and publish messages and slogans which are very effective in delivering messages. Television offers sports, drama and other programming with content went for a fitting group of onlookers. As per a study completed by Geo Poll in mid 2015 on Kenya's print media, the *Daily Nation* and *Standard* are the best daily papers by gathering of people size and offer, beating the opposition by a huge edge. The Daily Nation had a normal readership of roughly 4,379,400 every day, while the Standard had a normal of 2,223,500 every day. Broadly, this implies the Daily Nation has a 40% offer while Standard has a 20% offer. Taifa Leo daily paper has a 10% offer while the General population has an 8% share daily.

The robust media industry in Kenya is translating to good government revenue and in return making the economy grow. Mass media in Kenya has tried to play this role adequately. Most television stations present business news on the current status of business in the country and also compares it with the global situation. Most newspapers have business segments that provide accurate financial information to potential investors, local and international economic issues, and currency markets, local and international trade (Hornick, 2008).

The media in Kenya however, has to some extent hindered an enabling environment that aids economic growth. It often features sensational headlines concerning state of insecurity in the country, and portrays the national government as incapable of providing security. This kind of reporting could act as a catalyst to scare away investors, who are potential components to steer Kenya to achieve its development plan of vision 2030. It could result into retrogressive production and services and lack of capital for investment.

2.3 The Media and Governance

The mass media are frequently alluded to as the fourth branch of government on account of the power they yield and their oversight work. The media's key part in vote based administration has been perceived since the late seventeenth century, and remains a basic standard of current fair hypothesis and practice. Nonetheless, in new and reestablished majority rules systems the media are not generally up to the errand (Office of Vote based system and Administration, 2006). Democracy has been an aid to the press where new constitutions are composed that give assurances of press opportunity and the privilege to data, enabling columnists to give an account of territories that were already forbidden. What's more, fairly chose lawmaking bodies have instituted laws that permit the two columnists and conventional nationals significantly more access to data on government strategy and the activities of legislators than previously (Wisudo, 2006).

In many nations today that have experienced a law based progress since the 1980s, the press is an imperative player on the political stage. Writers are regularly dreaded by lawmakers since they have prevailing rights with regards to revealing defilement, the

mishandling of energy and arranged acts of neglect. They are additionally persistently charmed on the grounds that an awful press can mean the finish of a political profession. Approaches have been changed, changes started and degenerate authorities including presidents and leaders expelled halfway as a result of media confessions. In numerous new vote based systems, an antagonistic press is a piece of the political procedure and it is difficult to envision how governments would work without it (Subsides, 2007). Protected assurances and as a rule wide open help has not meant target announcing by the media, which for the most part put a premium on the shallow and the outstanding.

Studies have discovered that media explosion regularly takes after the fall of tyrannies. After Ferdinand Marcos was toppled in 1986, for example, scores of new day by day papers and radio stations bounced up in the Philippines, as locals abounded in the peculiarity of a free press. In Indonesia, numerous new every day papers opened after the 32-year reign of President Soeharto completed in 1998 (Simon, 2007). Indonesians called it the "elation squeeze." Happiness is an incredible thing; be that as it may, it doesn't for the most part deliver awesome announcing. The same is the circumstance for Focal and Eastern Europe and the as of late self-governing states of the past Soviet Union, where there was an absence of talented writers to staff the news associations made by the media blast. The blast likewise brings about extraordinary rivalry, which regularly implies racing for the headlines and relinquishing substance and profundity

Bandyopadhyay (2009) investigations experimental information on mass communication entrance, the spread of ICT and press flexibility to survey their effect on defilement, imbalance and neediness (what is the effect of Information Communication Technologies (ICT) and broad communications on monetary development and improvement. The outcomes give solid confirmation that higher broad communications infiltration (daily papers, radio and television proprietorship) are related with bring down debasement and lower destitution levels related with higher daily paper dissemination. Media proprietors have not been bashful about removing such private advantages. In the new majority rules systems, media magnates have utilized their daily papers or stations to advance their business advantages, chop down their adversaries, and in different ways propel their

political or business motivation. State possession, in the interim, enables government functionaries to clasp down on basic detailing and tenacious correspondents. It empowers the legislature to propagate its unchallenged perspectives among the general population. The interests of media proprietors frequently decide media content and enable the media to be controlled by personal stakes (Udomsilp, 2014).

Members of the public are not only recipients of news figuratively speaking in the past as innovation utilize propels. People in general likewise create and scatter their own substance, quite a bit of which is about the basic leadership and exhibitions of the state. The term 'citizen-journalist' has turned out to be prominent in numerous social orders. Individuals started to peruse content stories, tune in to sound reports, and watch pictures of occasions from other individuals' home-made creations (UNDP, 2006).

The part of the media in advancing great administration is being perceived by governments and strategy producers in different nations. In the UK, for example, a Review of Approach Conclusion on Administration and the Media distributed by BBC (2009) uncovers that in spite of the fact that the accentuation on great administration in the advancement plan is flawed, there is by all accounts expanding acknowledgment of the media's part in administration in the improvement group (Udomsilp, 2014). There are likewise a few pointers that media are increasing more acknowledgment by the strategy creators in assuming a focal part being developed. In Thailand for example, the part of the media in advancing great administration is perceived by the legislature. Media change in this way is being led in the nation with the expectation that the media can play out their capacities all the more effectively (Udomsilp, 2014).

The ability of the media in promoting Great administration likewise relies upon media proprietorship and control. An UNESCO distribution on Media and Great Administration in 2005 uncovers that the media ought to be free and pluralistic, keeping in mind the end goal to play out their obligation viably. They ought to be free from any sort of impact, especially political or business control. Also, the media ought to be outfitted with the essential investigative ability to draw out reality to the general population and satisfy

their capacities in advancing great administration (UNESCO, 2005). They require writers who are professionally prepared in social event and breaking down data. What's more, they ought to have the foundation and hierarchical ability to maintain a financially feasible operation. The media would think that it's hard to tastefully finish the advancement of good administration without adequate capacity (DFID, 2006).

The achievement of good administration requires the comprehension and cooperation of each individual from the general public. The media, their parts, channels and substance, are viewed as sufficiently capable to make this accomplishment a reality (Dunu, 2013). In any case, an awesome number of existing media channels and the substance they convey can't assume up this liability enough, since they are not open or moderate for all. Crafted by the media ought not separate the residents into the data rich and data poor. At the end of the day, there must be channels which serve the privilege to know about the general population and the enthusiasm of people in general, with no control either by the state or business substances. Such channels must convey decent variety of substance to serve the different gatherings of individuals from the general public. Specifically, content must be instructive and valuable it would then be able to be transformed into learning and knowledge which the general population can use to take out destitution, mitigate hardship, and enhance personal satisfaction in the post-present day society (Udonsilp, 2014).

In numerous democracies, the mass communication are tested by advertise powers, illiberal states, and now and again, an antagonistic or apathetic citizenry. However in spite of these, news associations and media NGOs in numerous nations have figured out how to state the media's part in buttressing and developing vote based system. Media bunches have satisfied the equitable standards of the press as guard dog, open discussion, impetus of social change, and manufacturer of peace and accord. For the media to productively add to national advancement, certain parts are anticipated from them, for example, giving governing rules in majority rules system (Fourth Bequest), setting general society motivation, door keeping, guard dog, and power duplicating (William, 2007).

At the most essential level, a free press and investigative detailing are conceivable just where writers appreciate some security. Juvenile popular governments have sacred and legitimate arrangements to shield the press, yet these don't generally guarantee that the media can report without dread or support. The privileges of writers must be maintained by a free legal and secured by the manager of law. In Latin America and Southeast Asia, a large number of those killed were the casualties of residential area supervisors ready to threaten groups.

This is on the grounds that frail states can't implement the law and give assurance to their nationals, columnists included. Their opportunities are not ensured unless other majority rule establishments play out their capacities well; yet these foundations can't do as such on the grounds that there is no free keep an eye on their execution, partially in light of the fact that the press is undermined and harassed (Atmakusumah, 2008).

According to Rogers E.M and Dearing J.W (2007), the media agenda tends to affect the public agenda at one level and the public agenda in return affects the policy agenda. Editors and broadcasters are instrumental in deciding what goes to the public and vice versa. In other words when it comes to agenda setting the press has given itself the mandate of selectively choosing what to the audience will see and listen to. It is a situation where by the agenda primers (media) feeds the agenda adaptors (consumers) with information they deem fit (Ghorpade, 2006). According to research Mcombs *et al.*, (2007) the media agenda has great influence on the public, since the public's perception and opinions will take the Media presentations of facts. This was well illustrated with the Chapel Hill voters of North Carolina, whereby when they were asked to name the most significant issues of the day; their responses somehow were similar to what was being covered in print, radio and television in the past few days.

There are significant news stories that are aired regularly on various topical issues such as politics, crime and insecurity, grand corruption and other local and international information. The publics have a right to know about all this issues, debate on them and find solutions to what ails the nation as a whole (Kinyamu, 2013). When the public talk

about some of these issues for a day or even for days, they are consciously or subconsciously guided by what is making news in the media. The media presents to the public information that is going locally or internationally. For instance in February 2015, the media in Kenya informed the public about Ababu Namwamba, a member of parliament who was the chairman of powerful parliamentary watchdog committee on finance, who was accused of receiving bribes to alter documents that may have incriminated some powerful people in government. The public cannot know such information without the aid of the media.

As social orders turn out to be more modernized and the media turn out to be more inescapable, the impact of customary benefactors, gatherings and organizations (like places of worship) on the appointive procedure is reduced. Rather, applicants and gatherings make their allure and proliferate their messages through the media. This is one motivation behind why decision battles in numerous nations are currently considerably more costly. The cost of TV and daily paper promoting is enormous and represents a considerable lump of crusade costs. Very much subsidized competitors frequently have a superior shot of being voted into office basically on the grounds that they can purchase broadcast appointment and daily paper space. In a few nations, competitors additionally pay off columnists and editors who underwrite their nominations in different ways (Coffey, 2007).

2.4 The Media and Dissemination of Information

The dissemination of information is the release of information or making it accessible to an unlimited audience. It ensures an individual's sacred ideal to look for, get and disperse data or thoughts unreservedly. The data is spread through broad communications with or without membership, on a paid premise or for nothing out of pocket. Print media course is that of more than a hundred or more duplicates of a solitary issue, name, edition number and date. It also involves television and radio broadcasts, public and joint telecommunication networks. Shepherd *et al.*, (2006) observes that the media are accessible to an undefined number of persons regardless of the recurrence of updates and the length of data support or other criteria.

The method for conveyance is a key piece of the procedure for better data. The scattering of the data can take up as much as half of the aggregate cost of data venture, so arrangements must be made from the beginning. The way to compelling the spread is to coordinate the message and needs of the audience. There are loads of approaches to convey data, from a trademark on a shirt to a video on YouTube. The key is to receive a technique that will work for the intended interest group and for the sort of substance to be conveyed. Conventional techniques for conveying lawful data by paper still have many focal points. However, the web is progressively being utilized. Its accessibility day in day out means it is there when individuals require it. In any case, regardless of its ubiquity, there will dependably be a few gatherings that can't, or pick not to utilize it (Katz, 2008).

UNICEF (2005) profiles late encounters in South Asia and somewhere else in applying different correspondence approaches for conduct and social change. It takes a gander at two key contemporary correspondence systems: diversion training; and relational and participatory correspondence. It finds that correspondence methodologies work best when incorporated with different procedures for conduct change or conduct advancement, social assembly and support; and when connected to other program components and administration arrangement. It likewise finds that there is a need to broaden correspondence techniques past people and families to incorporate specialist organizations, customary and religious pioneers, and leaders to cause fundamental social change.

Numerous experts get got some information about rights and lawful issues over the span of their work. They incorporate wellbeing guests, post-trial agents, confidence pioneers, youth specialists, enlistment centers, exchange union shop stewards and so forth. These individuals, differently depicted as middle people or casual consultants, are in a decent position to pass on exact data to their customers especially in the beginning periods of an issue. Delegates give a great method for motivating data to individuals early and for focusing on particular gatherings. They should be reasonable since mediators have their own business to do hence will not wind up plainly unpaid lawful consultants. On the off chance that data sources address their issues and reinforce their administration, they can

be brilliant accomplices in conveying data. This strategy for conveyance can likewise create and boost associations with people and associations in the group (Kerzner, 2006). According to Salamon (2007), data works best on the off chance that it is conveyed as a piece of, or in conjunction with, a client confronting administration. These can be guidance administrations, help lines, and different sorts of group based associations or crusades. These administrations give an instant course to achieve expected clients, and will frequently give a powerful method for focusing on a particular gathering of people. The data materials will have the additional advantage of reinforcing these administrations and boosting returns on the venture. This implies fabricating and supporting connections with associations which can likewise give early cautioning or system to input and assessment. Data is a device to be utilized and which works best as a piece of more extensive human collaboration. A few people will get to data straightforwardly from a daily paper or a site, yet others will pick up learning through informal exchange or through connection with an assortment of mediators.

2.5 Challenges Facing Kenya Vision 2030

The realization of Kenya' development blue print is not cast on stone. It in this manner has a few suppositions that must hold for it to be a reality by 2030. These incorporate large scale monetary strength, managed administration changes, value in destitution diminishment openings, feasible framework, and satisfactory vitality for riches creation and utilization of science and innovation for advancement. Others incorporate land, lawful and related changes, key human asset improvement and upgraded security to make nature favorable for valuable city engagement and quality business. The question therefore that emerges is: What challenges did the country face in implementing flagship projects in the First MTP (2008-2013) of Vision 2030? These challenges are well outlined in the previous sections while in the meantime calling attention to the path forward. The three mainstays of the vision are interlinked to such an extent that unfriendly execution of one column contrarily influences others. For instance, political maladministration (political column) contrarily influences financial development (monetary column) as speculators pull back. This thus influences the subjects acquiring power and subsequently access to social administrations including instruction, wellbeing

and security (social column). Subsequently, the way to deal with acknowledgment of the vision ought to be both multifaceted and multi-sectoral in nature. There are several bottlenecks that threaten to make progress towards 2030 a mirage.

2.5.1 Poor Infrastructure

Infrastructure contributes to financial development, as well as an imperative contribution to human improvement (Fay, 2008). Foundation is a key fixing to accomplish all the Feasible Advancement Objectives. At the point when each measure of framework scope is put into thought, African nations fall behind their associates in the creating scene (Yepes, Penetrate, and Encourage 2008). This slack is noticeable for low and center pay nations in Sub-Saharan Africa, in respect to other low and center wage nations somewhere else. The distinctions are especially extensive for cleared streets, phone fundamental lines, and power age.

Africa's foundation systems are inadequate in scope, as well as the cost of the administrations gave is likewise incredibly high by worldwide guidelines. This is regardless of whether it's for control, water, street cargo, cell phones, or web administrations. The taxes paid in Africa are a few products of those paid in different parts of the creating scene. This is because of really higher expenses, and in some cases higher benefits. The arrangement medicines for the two cases are, obviously, profoundly extraordinary. Power gives the clearest case of framework with costs truly higher in Africa than somewhere else (Africa's foundation a period for change, 2009).

Foundation contributed a large portion of a rate point to Kenya's yearly per capita Gross domestic product development in the course of the most recent decade. The confirmation from big business studies proposes that foundation limitations are in charge of around 30 percent of the efficiency incapacitate looked by Kenyan firms. The other rate is because of poor administration, formality, and financing limitations. Power is the foundation limitation that weighs most intensely on Kenyan firms, with transport following at a nearby second (World Bank report on Kenya's infrastructure, 2011).

2.5.2 Ethnicity and Ethnic Conflicts

Unconstructive community engagement showed as ethnicity and ethnic clashes have negatively affected serene conjunction and country building. It is remarkable that these events have been believed to heighten with the coming of multiparty governmental issues in Kenya in the 1990s, with awful effect on welfare pointers. For instance, while the usage of the Monetary Recuperation Procedure for Riches and Work Creation (ERSWEC) received by the Legislature in 2004 has had various picks up in the advancement of the nation, the 2007/2008 PEV switched a significant number of the increases made through devastation of property, loss of lives and interruption of financial open doors. All these have an immediate effect to national advancement. It is essential to evaluate the effect of the viciousness and sharpen the citizenry, especially the young who are more inclined to control and abuse as weapons of brutality.

2.5.3 Impact of HIV/AIDS, Overreliance on donor funding and brain drain

Ill-health in Sick wellbeing in Kenya including HIV/Helps, jungle fever among different ailments has over quite a while stressed the medicinal services framework and taken a high toll on human asset. This has, in this way, antagonistically influenced the execution of advancement activities and country building. Moreover, the wellbeing division has for quite a while been subject to improvement accomplices, and their withdrawal has devastatingly affected access to wellbeing administrations. This is more articulated among the subjects in the lower financial echelons who for the most part rely upon general health offices. There likewise has been an impressive mind deplete among profoundly prepared technocrats, which thusly influences the nature of social insurance administrations. Kenya is known to depend intensely on Outside Direct Speculation (FDI) and Abroad Advancement Help (ODA), which are unguaranteed, as well as unsustainable. Therefore, it represents a test for the nation to accomplish the majority of the vision 2030 targets, if addressing the aforementioned issues are not adequately addressed (Fay, 2008).

2.5.4 Inequalities

It is broadly recognized that education assumes a focal part in the improvement of any nation and hence the welfare of its citizenry. In Kenya, sexual orientation, territorial and financial inconsistencies with respect to access to training are so intense. It is skewed for a few areas and the upper and center wage echelons (Republic of Kenya, 2009). This has had extensive ramifications on sex and territorial value, lopsided national improvement and basically the accomplishment of Kenya Vision 2030. For instance, the dry, semi-parched, urban casual settlements and other underestimated territories don't just need feasible framework, in addition the fundamental work force, which hampers conveyance of value instruction administrations. Crossing over the differences would require directing colossal assets in this area. Likewise, the insufficiency of faculty is halfway to be credited to the wonders of mind deplete, in charge of the movement of all around prepared and experienced work force looking for greener fields. These variables keep down the advance of the nation towards accomplishing the Vision 2030 targets and in this way require critical change.

2.5.5 Unrealistic Planning and Agenda Setting

Planning is imperative for the purpose of improving needs and for guaranteeing feasible wealth creation and subsequently neediness decrease. Be that as it may, some of Kenya's improvement designs and targets are over-driven and unreasonable. For instance, in the 1980s and mid-1990s, the administration guaranteed to give sufficient faucet water to each home by the year 2000.

Notwithstanding, such an accomplishment was not to be and no doubt in 2000, taps that had running water in the 1980s were no more, making Kenya a water rare nation (UNDP, 2008). In 1999, the legislature thought of a policy against destitution activity, named the National Neediness Annihilation Design (NPEP) 1999-2015 (Republic of Kenya, 2009). This was yet another overambitious arrangement given that even regarded popular governments of Western Europe and North America are yet to annihilate destitution among their citizenry. One would then be constrained to ask: Is it truly conceivable to

annihilate destitution? Such shortcomings have to be addressed so as to accomplish Kenya's Vision 2030.

2.5.6 Climate Change and Natural Hazards

Numerous territories of Kenya, especially ASAL, encounter lasting craving, ailing health and starvation due to the regular yet unsurprising antagonistic climate designs. Accordingly many individuals in the nation can't meet their fundamental needs of nourishment, water and asylum. This is in spite of presence of immense parcels in farming potential ranges that lie idle to the detriment of sustenance creation. The administration has perceived this issue and created the Kenya National Land Strategy (Republic of Kenya, 2009). This approach has conceived changes that would prompt reasonable usage of sit without moving area to improve national advancement. In any case, this may raise "political temperatures" given that the huge tracts of land is the property of the politico-monetary world class. It is vital, along these lines, that the land arrangement and that of the new constitution be actualized to the letter to thwart hunger and related issues in the public eye. It is just when the extremely fundamental needs of Kenyans are met then would we be able to consider accomplishing higher goals as the objectives in the Kenya Vision 2030.

Numerous regions of the nation encounter unfriendly climate conditions that prompt annihilation and critical need of help. Numerous desert and semi-desert regions encounter normal and human actuated calamities that cause human suffering. This is mostly faulted for the nonappearance of reasonable Early Warning Systems (EWS) for mitigation, For instance, drought and floods have been believed to happen for months from year to year (UN, 2008). These occasions tend to hinder advancement and accordingly observed as obstructions to the accomplishment of the Vision 2030. It is imperative that reasonable disaster EWSs are created and work force conveyed in catastrophe inclined zones to avert their results.

2.5.7 Corruption and Insecurity

Money related indiscipline isn't abnormal to Kenya and no doubt fraud and bravery have been standardized to the inconvenience of advancement and the welfare of Kenyan citizens (Mulei, 2008). Numerous scandals from those of land to Goldenberg, Anglo Leasing and political shortcomings has made Kenya to lose generous assets that would some way or another be put into resources the arrangement of social administrations. This is in areas such as training, security, wellbeing and water. This is aggravated by government formality in regards to access to social administrations which extensively disappointing the citizen. These are huge hindrances to the accomplishment of Vision 2030 proposition and thus the need to handle them. It is vital that such indecencies and their rearing grounds are successfully destroyed and those at fault in both the general population and private area made to confront the law as a discouragement to others.

Tourism sector has suffered in the past from negative publicity and insecurity both in reality and perception. The major sources of insecurity in the East African region are associated with political instability, terrorism, income inequalities, unemployment and poverty. 2007/2008 PEV further worsened the security situation and generally had a negative impact on this sector. Sustainable peace and tranquility has also eluded the East African region for a long time, as conflict continues to escalate in the last two decades. Somalia has been worst hit since the fall of Siad Barre regime in 1990s. The effect has been the expansion of illegal groups and illicit guns and ammo into Kenya (Omosa, 2009; Mwenzwa and Njaramba, 2008).

This has prompted a condition of uncertainty thus affecting national improvement as financial specialists are kept off. It is vital that a climate of peace and quietness is developed in the nation. This can be accomplished first by securing universal fringes and furthermore incapacitating unlawful groups and criminal packs for the most part in urban and some rural areas ranges. Without a doubt, demobilization of the unlawful groups while the worldwide fringes stay permeable is probably not going to accomplish much. Neglecting to give a place of refuge to venture will dissolve speculator certainty and subsequently render vision 2030 a delusion.

2.6. Media and Economic Development

The use of media everywhere throughout the world has expanded data sources and added to the monetary development of countries. Correspondence, adds to the quick monetary improvement (Hornick, 2008).

Media can support monetary improvement by advancing great administration and engaging residents, with the goal that economies can work better. The Georgia Monetary Engineers Affiliation (GEDA, 2009) characterizes financial advancement as a practical procedure of making financial open door for all nationals, animating business venture, expanding the general population income base, and upgrading personal satisfaction (GEDA, 2009).

Data engages individuals to decide their own advancement way. It contends that manageable improvement must be a procedure that enables individuals to be their own specialists of progress. They should act separately and all things considered, utilizing their own inventiveness and getting to thoughts, practices and learning in the search for approaches to satisfy their potential (Watson et.al 2007) A plural, autonomous media assumes a basic part in conveying the data that individuals need to partake in the open deliberations and choices that shape their lives.

Media enhances the effectiveness of the economy by giving financial specialists increasingly and better data with which to settle on choices and enhancing solidness. Media upgrades political coordination in the advancement of sound monetary strategy. An examination of various noteworthy contextual analyses including effective financial improvement abound for example in Poland and Hungary, and less fruitful ones including Ukraine. This gives lucidity on the part of media as a planning component in strategy advancement. In the effective instances of Poland and Hungary; the media not just assumed a part in changing circumstances of contention into coordination, yet in addition access to data has enabled government officials and the masses to facilitate on great guesses prompting monetary advance (Freille et.al, 2007).

Monetary specialists require precise and auspicious data to designate assets productively. Financial specialists and different gatherings are expanding quality and request an administration checking part from the media (Kaufman et.al, 2008). A free and autonomous press can give data and audience to the financial strategy improvement process, prompting more powerful monetary strategies. It can likewise decrease political hazard and increment great administration conditions that are vital for powerful financial improvement.

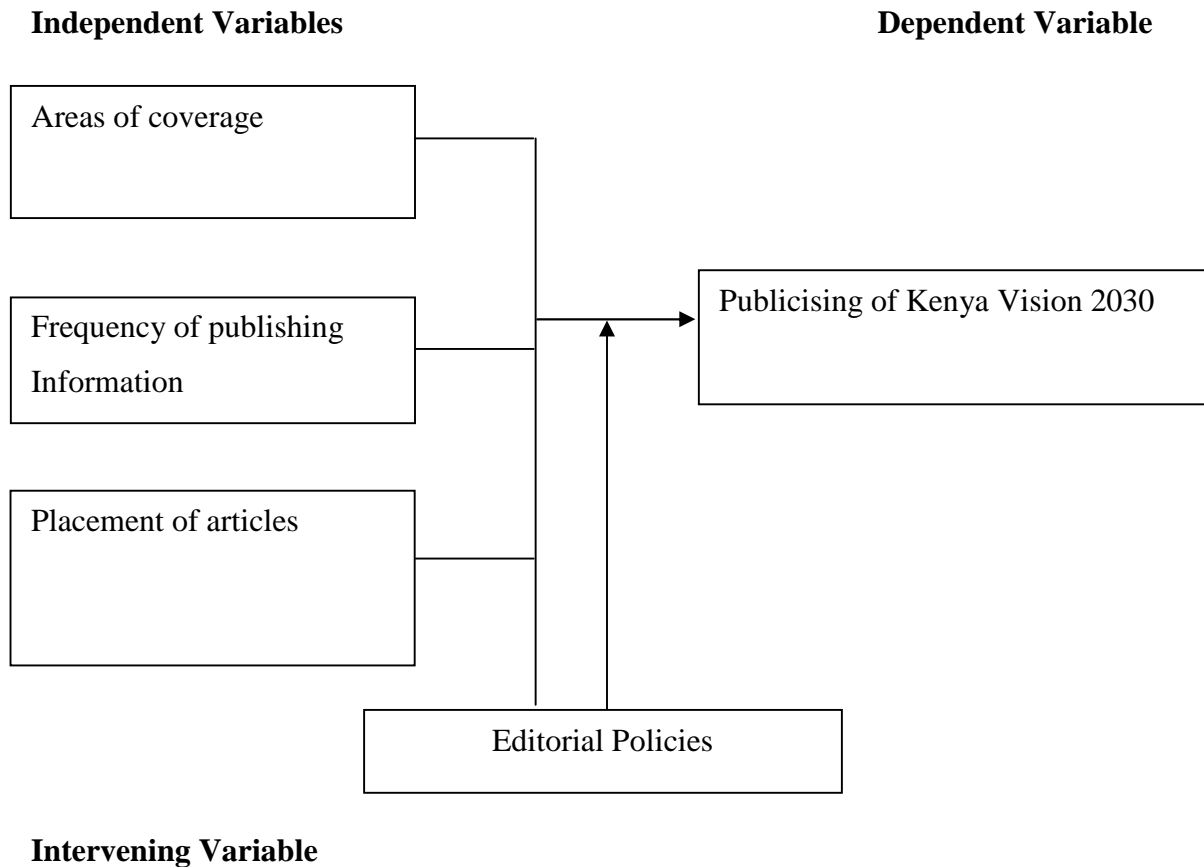
The media likewise has an obligation to enhance the personal satisfaction of all nationals. It can upgrade the voice of poor people and disappointed individuals from society by making their voices heard. The media can uncover the living states of poor people and the persecuted with the goal that the authority can be forced to act. It can likewise help make familiarity with government programs on neediness easing and financial strengthening, so open administrations are made more receptive to poor people. For example, studies have demonstrated that women entrance to the media is related with better wage and instruction, notwithstanding better wellbeing and richness results (Thomas et al., 2008).

Correspondence and open mindfulness procedures are in this way essential to execute improvement strategies, for example, Kenya Vision 2030. This is on the grounds that the broad communications (daily papers, magazines, radio, TV, film) standout as amongst the best, instant methods for achieving a wide target crowd with the aim of building up a sufficient learning base for passing on dependable data to the general population.

2.7 Conceptual Framework

The study variables are: Areas of media coverage of Kenya Vision 2030 as the dependent variable, publishing of information, the frequency of publishing information and the placement of articles on the flagship projects as the independent variables. The editorial guiding publication of newspapers is the intervening variable. The relationship has been conceptualized as presented below.

Figure 2.1: Conceptual Framework



2.8 Theoretical Framework

2.8.1 Media Framing Theory

Framing as a concept has become an important theoretical approach in communication-based research, especially after Goffman introduced it to social sciences in 1947. Entman (2008) describes framing as the selection of some aspects of perceived reality and making them more important in a communication text, with the aim of advancing a specific problem definition, moral evaluation, and/or treatment recommendation for the item approved. Entman's definition was a modernization of Goffman's definition of framing as an outline of interpretation which allows a person to find, see, recognize and mark events or beneficial encounters (Goffman, 2006).

The capability of the surrounding idea lies in the emphasis on the correspondence forms. Correspondence isn't settled, but instead it is a dynamic procedure that includes outline building (how outlines rise) and edge setting (interchange between media casings and gathering of people pre-affidavits). Entman concedes that edges have a few areas, including the communicator, the content, the beneficiary and the way of life. These parts are central to a procedure of surrounding that comprises of particular stages; outline building, outline setting and individual and societal level results of confining (Vreese, 2007).

Media impacts today can be described as social constructionism (Scheufele, 2003). Broad communications makes social reality by surrounding pictures of reality in a normal and designed way (McQuail, 1994). As indicated by Gamson and Modigliani (1989), media correspondence is a piece of a procedure by which people make importance, and popular feeling is a piece of the procedure by which columnists create and take care of business significance out in the open talk (Gamson& Modigliani, 1989). It is imperative to note as Kuypers puts it, certainties stay unbiased until surrounded; in this way, how the press outlines an occasion or issue impacts open elucidation of that issue or occasion.

In summary, framing theory states that the media chooses and highlights certain items of an event or issue over others, as a consequence ranking them higher in importance to the consumers (Entman, 2008; Chong, 2007). This, in turn, means that an issue can be viewed from a variety of perspectives and be seen as having implications for multiple values or considerations. Framing is an inevitable process of selective influence over the individual's perception of meanings attributed to words or phrases. It defines how news media coverage shapes mass opinion.

2.8.2 The Priming Theory

The priming hypothesis expresses that media pictures invigorate related contemplations in the psyches of gathering of people individuals (Skillet and Kosicki, 1997). Grounded in subjective brain science, the hypothesis of media preparing is gotten from the cooperative system model of human memory, in which a thought or idea is put away as a

hub in the system and is identified with different thoughts or ideas by semantic ways. Preparing alludes to the enactment of a hub in this system, which may fill in as a channel, an interpretive casing, or a start for additional data handling or judgment development. The General Aggression Model (GAM) coordinates the preparing hypothesis with the social learning hypothesis to portray how beforehand learned rough conduct might be activated by musings, feelings, or physiological states incited by media presentation. Nonetheless, the GAM has gone under extensive feedback lately with respect to basic and doubtful suppositions and poor information bolster for the hypothesis (Ferguson and Dyck, 2012).

Political media preparing is "the procedure in which the media take care of a few issues and not others, and in this way change the measures by which individuals assess race competitors". Kenya Vision 2030 is a governance issue and therefore political. The public depends on what the media publishes or airs in order to understand its progress, (Iyengar, Peters & Kinder (1982). Various examinations have exhibited that there is a measurement of intense media impacts that goes past plan setting (Scheufele and Tewksbury, 2007). The hypothesis is established on the supposition that individuals don't have expound information about political issues and don't consider all of what they do know when settling on political choices. They should consider what all the more promptly rings a bell, that which is reported through the media. Through drawing attention to other aspects at the expense of the programme, the media helps to set the terms by which the public judges the significance of the programme, including evaluations of political performance (Scheufele & Tewksbury, 2007).

It ought to be noticed that preparing is regularly talked about together with plan setting hypothesis. The explanation behind this affiliation is two-overlap. The in the first place, per Hastie and Stop, is that the two hypotheses rotate around notable data worked, on the possibility that individuals will utilize data that is most promptly accessible when deciding. The second, per Iyengar and Kinder, is that preparing is last piece of a two-crease process with motivation setting that happens after some time.

When plan setting has made an issue remarkable, preparing is the procedure by which "broad communications can shape the contemplations that individuals consider when making judgments about political competitors or issues". To put it plainly, the two hypotheses point to simplicity of availability of data in a single's brain however preparing is something that can happen over some stretch of time after introduction to a given media section (Ferguson & Dyck, 2012).

2.8.3 Agenda Setting Theory

Agenda-setting theory depicts the capacity of the news media to impact the notability of subjects on people in general motivation. That is, if a news thing is secured much of the time and unmistakably the gathering of people will view the issue as more critical (McCombs and Reynolds, 2002). At the point when a news thing is secured habitually and noticeably, the gathering of people will see the issue as more vital. Plan setting hypothesis was formally created by Dr. Max McCombs and Dr. Donald Shaw in an examination on the 1968 presidential race. In the 1968 "House of prayer Slope think about," McCombs and Shaw showed a solid connection ($r > .9$) between what 100 inhabitants of Church Slope, North Carolina thought was the most essential decision issue, and what the neighborhood and national news media revealed as the most imperative issue, (McCombs and Shaw, 1972). By contrasting the striking nature of issues in news content with people in general's impression of the most essential race issue, McCombs and Shaw could decide how much the media decides popular feeling.

Agenda-setting is the formation of open mindfulness and worry of striking issues by the news media. As indicated by McCombs and Shaw (1972), two essential suspicions underlie most research on plan setting: (1) the press and the media don't reflect reality; they channel and shape it; (2) media fixation on a couple of issues and subjects drives people in general to see those issues as more vital than different issues. A standout amongst the most basic viewpoints in the idea of a plan setting part of mass correspondence is the time period for this marvel. Likewise, extraordinary media have distinctive motivation setting potential. Motivation setting hypothesis appears to be very

fitting to enable us to comprehend the unavoidable part of the media; in this case on wellbeing correspondence and interchanges focusing on undesirable behavioral practices.

Rogers and Dearing (1988) recognize three sorts of motivation setting. Open plan setting in which the general population's motivation is the needy variable (the customary theory), media plan setting, in which the media's motivation is dealt with as the needy variable (plan building) and approach plan setting, in which first class strategy creators' motivation are dealt with as the reliant variable (political motivation setting). They have concentrated an incredible arrangement on open plan setting (McCombs and Shaw, 1972) and media motivation setting; yet have to a great extent disregarded strategy plan setting, which is contemplated principally by political researchers. Thusly, the creators recommend mass correspondence researchers give careful consideration to how the media and open plans may impact world class arrangement producer's motivation (researchers ought to solicit where the President or individuals from the U.S. Congress get their news from and how this influences their arrangements). Writing in 2006, Walgrave and Van Aelst took up Rogers and Dearing's proposals, making a preparatory hypothesis of political motivation setting, which inspects factors that may impact tip top arrangement creators' plans.

Putting this theory in the context of this study, the researcher concurs with Cobb and Elder's (1971) view that, some groups benefit more than others because they have easy access and can have their issues on the agenda as opposed to others. For example, policymakers have more influence than the overall group of news sources because they often better understand journalists' needs for appropriate information and their definition of newsworthiness. Therefore, because the Kenyan Vision 2030 programme was proposed and laid down by the government, it should take as much prominence in the Kenyan news coverage as much as other news that are driven by government authorities who in this case are the decision makers.

Cobb and Elder (1971) claimed that the decision makers had more importance and that only when the key decision makers offer their support will one be able to attain an agenda status for a particular issue. Often, the opinion leaders are certain persons in the media so as to bring awareness to the public on certain issues through media coverage. News sources that are affiliated to the government have higher chances of success in becoming media agenda because they can have sources everywhere, including the local and international sources (Berkowitz, 2002).

The media influences the public's opinion on the status of the Kenya Vision 2030 by giving prominence to the issues covered, in this way deciding the terms of later dialog and encircling issues specifically ways. How the general population will characterize reality will influence the fate of the social issue, for the intrigue gatherings and policymakers included, and for the approach itself. The media therefore has a responsibility to ensure that there is adequate coverage on the progress of the Kenya's vision 2030 programme, in order to help the public in evaluating the achievement, challenges and opportunities, (Hilgarten & Bosk, 1988).

2.9 Conclusion

The media in Kenya plays a crucial role in national development and achievement of vision 2030. Kenya is an existing example of a post-colonial society that is multi-ethnic and multi-cultural, which makes the media particularly significant in facilitating nation-building. Its functions are in the political, economic and social segments. It should set the public agenda and act as the watch-out of public policies, supervise and report, especially under political segment and work against corruption. It should continue to provide the checks and balances regarding the three arms of the government, as created by the law.

Factors such as the freedom of communication and conducive peaceful environment minimal government interference have helped the media to play an effective role to the achievement of vision 2030 and national building. The media needs to contribute more in its role to national development by effectively framing and priming of the flagship projects.

CHAPTER THREE

METHODOLOGY

3.1 Overview

This chapter explains the methodology which was used to conduct this research. It includes the target and sample population, the research design, data analysis, data collection methods, and presentation and research instruments.

3.2 Research Design

This study adopted a content analysis design. It is defined as an overall plan or method, that includes an analysis of the methods of communication to specifically document patterns (Marshall & Rossam, 1995). The main goal is to deduce meaning by analyzing data qualitatively. The same procedure is used to analyze respondents and authors' perspective to understand some issues. According to (Scott, 2006), to carry out a successful documentary study, one has to have all the concepts of accessing, examining and using the documents. The analysis of the written materials in documentary study was both quantitative and qualitative analysis. This methodology is often used in academic writings when supporting academic statements of a writer.

The analysis shed light on media perception and influence on its audience on how to think about the flagship projects of vision 2030; in relation to the media framing theory. It also shed light on how information on the flagship projects was placed in the *Daily Nation* and *Standard* according to the priming theory. The two papers have the highest circulations in Kenya, according to the Audit Bureau of Circulations, 2012.

3.3 Research Approach

This study collected data from the *Daily Nation* and *Standard* through both qualitative and quantitative methods of research. According to Locke et al., (2000), qualitative research enables researchers to study social and cultural phenomena. Qualitative research is dynamic, offers more flexible variables and gives an in-depth description of a topic. (Schriver, 2001). Quantitative research uses data that are structured in the form of numbers or that can be immediately transported into numbers, and it is a very controlled,

exact approach to research (Ross, 1999). These two research methods complement each other.

3.4 Research Population

The study targeted the mainstream print media, but narrowed down to analyzing content in the *Daily Nation* and *Standard* in the first year of 2008/09 and last year of 2012/13.

3.5 Sampling Technique and Procedure

The research used purposive sampling technique to identify the publications of the flagship projects during the first phase of Kenya Vision 2030. The study sort out 200 articles published in the *Daily Nation* and *Standard* under the theme ‘Kenya Vision 2030’ during the period under study. These included stories, articles and information that were considered for analysis.

The first year (2008/09) was chosen because it is when the blue print was launched by the Ministry of Planning, National Development and Vision 2030 and the rolling out of the flagship projects was taking shape. The last year of 2012/13 was equally important because the flagship projects were earmarked to have been completed by then. This period was therefore appropriate to review their progress. The approach involved selecting each item or unit inform of an article that had information on flagship projects of the first phase; which was then earmarked for analysis. This was in consideration that not every newspaper may have published information on Kenya Vision 2030.

3.6 Research Instruments

Key words in this study (Vision 2030) were used to locate relevant information on the framing and priming of the flagship projects in the print media. It was guided by the Documentary Analysis Guide (Appendix I). A code sheet for interpreting and examining the framing and priming of Vision 2030 in the *Daily Nation* and *Standard* for 2008/09 2012/13 was prepared (Appendix II).

3.7 Data Analysis and Presentation

This study examined articles on Kenya Vision 2030 during the mentioned period (first year of Kenya Vision 2030 (2008/09) and last year of 2012/13 that appeared in the Daily Nation and the Standard newspapers. A sample representative of the population was collected and perused to look for stories on Kenya Vision 2030. The content was classified into those that were negative and those that were positive. It included: A news item, special feature, letter to the editor, an advertising feature, and an editorial.

The frequency of publishing information on the flagship projects was also identified, as well as the placement of articles in the newspapers. Particular pages of placement were identified; whether a particular content was placed on the front page, pages 2 and 3, inside pages and back page. The units of analysis were on type of content in relation to the Kenya 2030. They include a news item, special feature, opinion piece, an editorial, letter to the editor or an advertising feature. The content was examined in terms of the nature of publishing information, frequency of publishing articles and the placement of articles (front page, pages 2 to 3, inside pages and back page).

Data analysis is the process of interpreting data so as to draw facts and conclusions from the raw data collected. The data collected was organized into different categories as per the objectives of the study, after which it was analyzed. This qualitative data was interpreted in relation to study objectives to answer the research questions. Quantitative data was coded and fed into the computer using SPSS or Excel. The data was then analyzed and represented in tables, charts and graphs and interpreted according to the study objectives.

3.8 Research Ethics

The code of ethics was adopted to promote high standards of ethical awareness and behavior during this study. Ethics provide assurances to the subjects of such research, and to representatives of the organizations with which they are associated, that their rights and welfare are of paramount concern, thereby protecting its standards of research governance (David & Resnik, 2011). This study relied on secondary data collected through content analysis of the *Daily Nation* and online *Standard* on information regarding Kenya Vision 2030. Permission to collect data was sought from the Nation Media Group management to access the soft copy version of their Daily Nation newspapers. Data was collected under the period under study, carefully analyzed, interpreted and presented in an objective manner. A certificate of fieldwork (Appendix III) was effective in seeking permission to collect data. A certificate of originality (Appendix IV) was awarded after the project was examined against plagiarism. A certificate of corrections (Appendix V) was also awarded after making the proposed changes to the project.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Overview

This chapter critically examines and explains the information collected from The *Daily Nation* and *Standard*. It covered the study period of first year of first phase (2008/09) and last year of first phase (2012/13). The data collected related to framing and priming of the Kenya Vision 2030 by the two newspapers. The study's objective was to find out the rate of publishing information, publishing of the articles and placement of articles in the newspapers.

4.2 Frequency of Information on flagship projects of Vision 2030

This study analyzed the frequency of publishing information in the two newspapers: The *Standard* and *Daily Nation*. The data is summarized below:

Table 4.1. Frequency of coverage of flagship projects in Daily Nation and the Standard newspapers (2008/09)

Articles	<i>Daily Nation</i>	<i>Standard</i>
	Frequency	Frequency
News Item	29	20
Special Feature	12	9
Adverts	4	3
Opinion Article	10	8
Editorial	8	4
Letter to the editor	5	2
Total	68	46

Source: Author (2017)

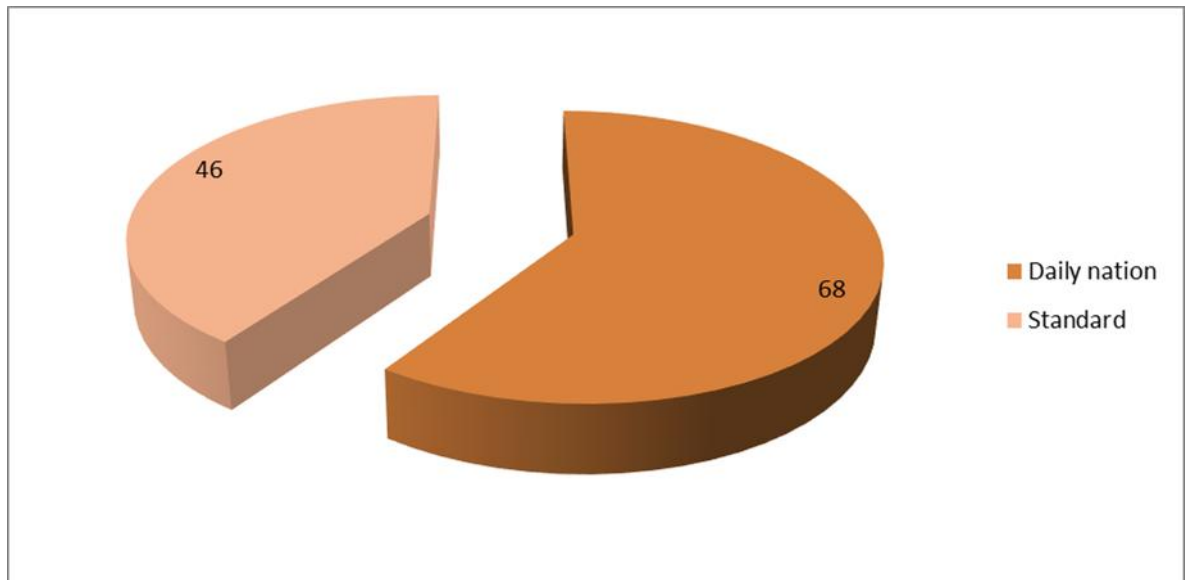
Table 4.2. Frequency of coverage of flagship projects in *Daily Nation* and *Standard* (2012/13)

Articles	<i>Daily Nation</i>	<i>Standard</i>
	Frequency	Frequency
News Item	22	12
Special Feature	10	6
Adverts	6	3
Opinion Article	9	5
Editorial	5	3
Letter to the editor	3	2
Total	55	31

Source: Author (2017)

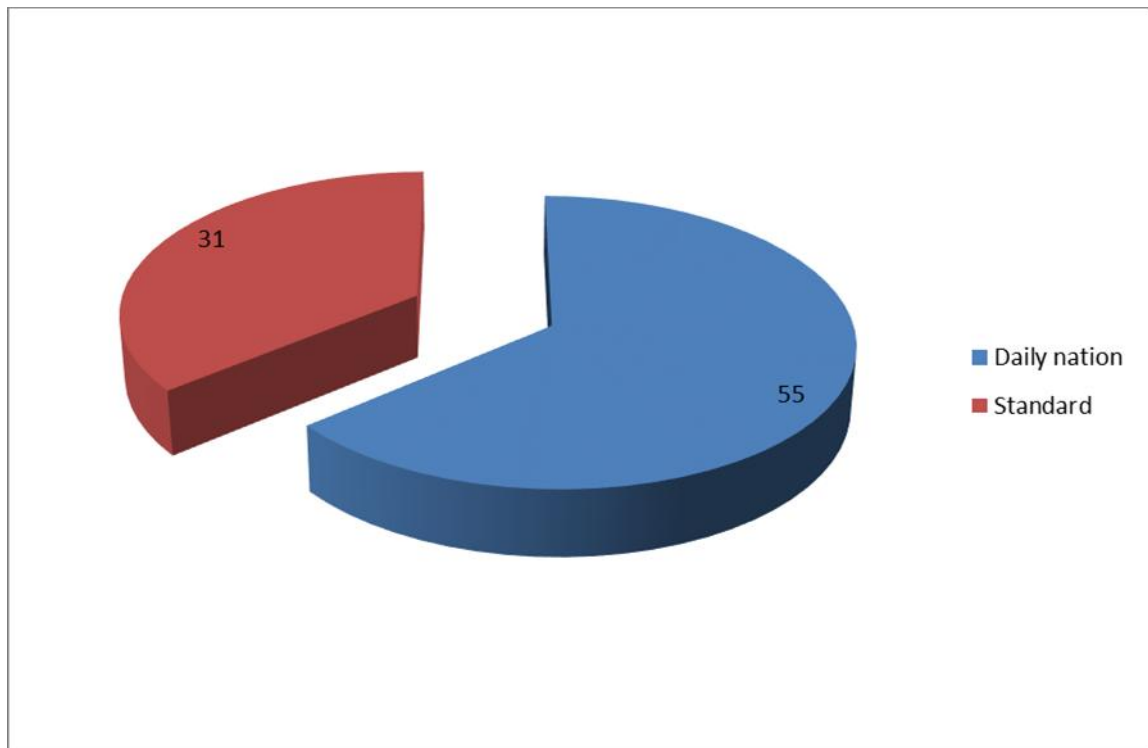
Table 4.1 and Table 4.2 show the number of flagship projects articles appearing in the two newspapers under the study period: The first year of first phase (2008/09) had a higher numbers of published articles. The *Daily Nation* had 68 articles in total, while *Standard* published 46 articles. This number in both papers was higher than the total number of articles in the last year (2012/13); which the *Daily Nation* published 55 articles while *Standard* had 31 articles. This is due to the fact that the launch of the blue print was done in June 2008, and there was a lot of optimism that the proposed flagship projects would be launched and completed soon enough to promote economic development. Majority of the articles on the flagship projects in both newspapers were news items, while letters sent to the editor were the least in the period under study.

Figure 4.1. Frequency of coverage of flagship projects in 2008/09



Source: Author (2017)

Figure 4.2. Frequency of coverage of flagship projects in 2012/13

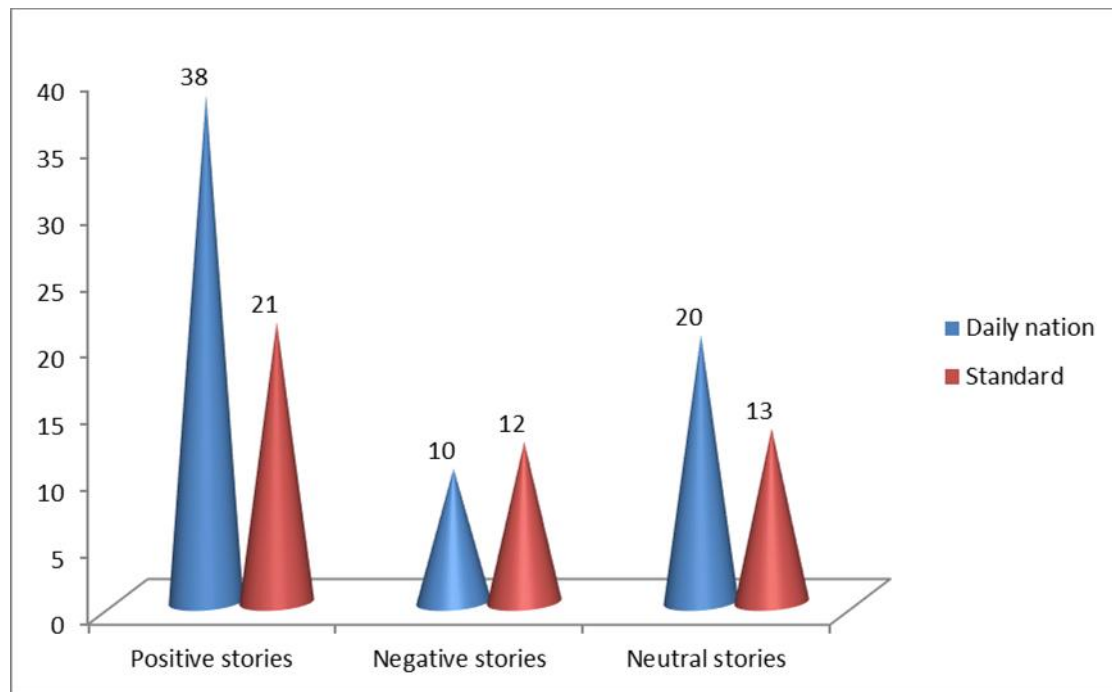


Source: Author (2017)

4.3 Reporting of flagship projects of Kenya Vision 2030 (2008/09)

The study analyzed how information was framed by the two leading newspapers. It is shown by the publishing of articles was either on a positive outlook, a negative outlook or those with a neutral outlook.

Figure 4.3. Reporting of flagship projects of Vision 2030 (2008/09)

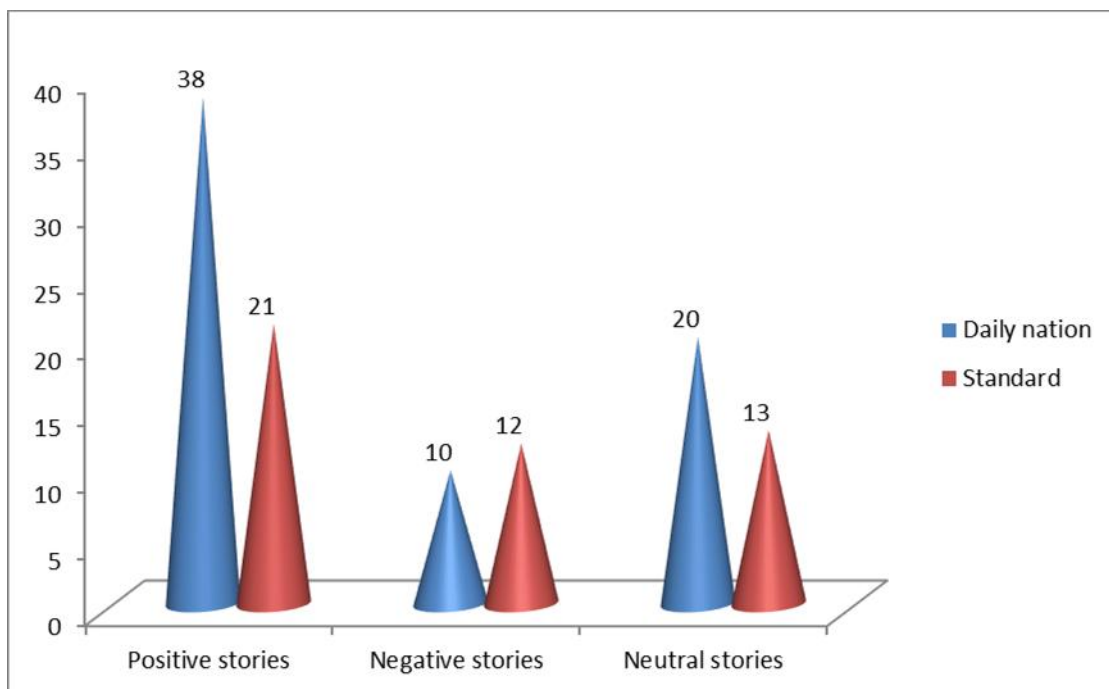


Source: Author (2017)

Figure 4.3 above shows that both and the Standard the *Daily Nation* presented a positive outlook on the flagship projects, which would transform the social-economic environment when they were launched and completed. The *Daily Nation* had a total of 38 articles while the Standard had 20 articles on the same under study period Special feature articles for instance outlined all reforms expected in the economic sector: Tourism, Agriculture, Cooperative, Land and Manufacturing; which would contribute significantly to the achievement of a GDP of 10% per annum by 2012 and beyond.

Both papers had the least negative stories in period under study, which mostly focused on the effects of the 2007/08 PEV on the economy; thus casting a gloomy picture on the flagship projects planned for the first MTP. This is in comparison to the neutral stories in both papers which were more than the negative ones and which mostly outlined the work cut out for the newly formed coalition government in regards to steering the flagship projects.

Figure 4.4. Reporting of flagship projects (2012/13)



Source: Author (2017)

Figure 4.4 shows how the *Daily Nation* and *Standard* framed stories during the study period under review. Most articles in both papers had a positive outlook since they reported on the projects and reforms that the government had launched and accomplished respectively; as the first MTP came to a close. For instance, a special feature appearing in the *Daily Nation* in December 2012 outlined the progress that had been done so far in laying the foundation for other subsequent MTPs. It noted improved roads and sustained economic growth (from 3% in 2008 to 6% in 2012).

The stories with a negative focus noted delayed funding by government to various flagship projects such as those in the mining industry, some delayed reforms in the Agriculture sector and an upcoming general election in 2013 whose outcome would either accelerate or adversely affect the flagship projects. The stories with a neutral outlook discussed the future progress of flagship projects of Vision 2030 in relation to the handing and taking over power after the 2013 general elections.

4.4 Placement of Articles

The analysis looked at the various sections of the newspapers where the articles were published: Front page, pages 2-3, inside pages and back page. Pages 1-3 and the back page of the newspaper are usually considered prime placement. This is because the information on these pages is easily accessible to readers.

Table 4.3. Placement of articles on flagship projects: *Daily Nation* and the *Standard* (2008/09)

Placement of articles	<i>Daily Nation</i>	<i>Standard</i>
Front page	13	5
Page 2 to 3	24	16
Inside pages	21	19
Back page	10	6
Total	68	46

Source: Author (2017)

Table 4.4. Placement of articles on flagship projects: *Daily Nation* and *Standard* (2012/13)

Placement of articles	<i>Daily Nation</i>	<i>Standard</i>
Front page	7	3
Page 2 to 3	15	13
Inside pages	24	9
Back page	9	6
Total	55	31

Source: Author (2017)

As shown in Table 4.3 and Table 4.4, most of the articles appeared in the inside pages as published in the *Daily Nation* and *Standard* during the entire period under review. The sum of articles which appeared on the front and back pages were 99 out of the total 200. Pages 2 and 3 featured 68 articles out of the 200 while the other 73 appeared on the inside pages.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter highlights the summary of findings, conclusions and suggestions of the full study.

5.2 Summary of Findings

Firstly, the frequency of publishing information on the flagship projects in general was not consistent. The total number of articles published under the study period by both newspapers was 200. The first year of first phase (2008/09) had the highest number of articles (114). The national blue print had just been launched and hence received a lot of attention by both papers than in the subsequent years of the first phase. They projected a positive outcome for the economy once the projects had been launched completed by the government. This was against a backdrop of the aftermath of 2007/08 PEV which had adversely affected not only the economy but also the social fabric.

The total number of articles published in the last year of the first phase (2012/13) by both newspapers was 86, which was average in comparison to the activities related to the flagship projects which occurred during this period. Various reforms and bills to steer forward pave way for implementation of projects were being undertaken, as well as the rolling out of a decentralized government in 2013 which would be key in steering flagship projects of Kenya Vision 2030.

It is paramount that the frequency of publishing information becomes a continuous process, in order to provide a comprehensive analysis and review on the launch, progress and completion of the projects. It should present the opportunities available to the public as well as the setbacks to their completion. The coverage should link all the three sectors. Secondly, coverage of the flagship projects was framed as either having short term or long term advantages and disadvantages on the economic and social sectors.

The framing theory relates to this study because it looks at how the media is assumed to influence people by telling them how to think about a particular issue. Both newspapers achieved this to some extent. Most articles projected a more positive outlook on the impact of flagship projects during their launch, progress and completion. They helped to influence the opinion of the public into embracing and supporting these projects that would provide opportunities to improve the general quality of life by 2030.

The print media also outlined some negative aspects of the flagship projects. It discussed the setbacks facing some of the projects, policies and reforms. They included the political set up, whose coalition nature led to delays in making important decisions regarding the blue print. Some articles especially editorials and opinion articles made some proposals on how the political class could resolve their issues to pave way for launch and review of the flagship projects and reforms respectively.

Some of the articles presented were neutral, as they generally sought to inform the public on what the flagship projects are about, where they would be launched, how long they would take to be completed and the source of their funding among other issues. The articles did not discuss the opportunities that these projects would present or the setbacks they are facing or could face in the future.

Thirdly, in relation to the priming theory, placement is about making certain issues to be accessible in the media. The study established that placement of articles on flagship projects under the study period was repressed in many ways. Most of the articles in the Standard and the Daily Nation newspapers appeared on the inside pages of the newspapers which included news in brief, opinion articles and letters to the editor. Those that appeared on the prime pages (front page, pages 2 and 3 and back page) came in at second place. Some articles that were primed had photograph captions that help to capture the attention of a reader. For instance, when the Kenya Vision 2030 was launched on 10th June 2008, both the Standard and Daily Nation newspapers published the event comprehensively, as the story covered at least the first three pages in their publications on 11th June 2008.

The launch of major projects such as those of roads and airports were always accompanied by photograph captions. Some of the articles in the inside pages were special feature articles that were informative to the public and sought to influence their opinion positively or negatively.

Articles that appeared on the front pages in the two papers on the flagship projects were the least, 28 out of the total 200 articles published during the study period. The *Standard* had the least coverage with 8 articles, while *Daily Nation* had 20 articles. This means that both newspapers played a minimal role in setting the agenda to the public. They did not utilize their capacity effectively to influence public opinion on how the flagship projects would transform their lives once they had been launched and completed by the government.

5.3 Conclusion

Several conclusions were made in this study. It analyzed how the print media in Kenya reported on the flagship projects of Vision 2030 in relation to the framing and priming theories. The study used the *Daily Nation* and *Standard* to give examples on the same.

First, the study established that the *Standard* and *Daily Nation* do not give adequate priority to flagship projects. Most of the articles on the flagship projects appeared on the inner pages, and not on the prime pages (front page, pages 2 and 3) of the newspapers. Most articles that appeared in the inside pages of both papers provided comprehensive coverage on the flagship projects. However, the frequency of publishing these projects lacks consistency, which is key in shaping public opinion.

The framing and priming aspects of the flagship projects are linked to the editorial policies of the two leading newspapers in the country. An editorial policy is a guide for the publication of stories in newspapers or magazines, and is influenced by the media ownership through financial control, appointment of principal staff and government legislative decrees. The editorial policies in both newspapers did not effectively prioritize the Kenya Vision 2030. Its coverage was adequate during its initial stages but the

consistency dwindled over the years. This is despite the influence the mass media has in agenda setting and influencing public opinion.

5.4 Recommendations

The study makes several recommendations based on its findings. There is need by the editors of both the leading newspapers to review their editorial policies, so as to give priority to development policies such as the Kenya Vision 2030. They can set standards on how to enhance public awareness on the flagship projects. This would translate into citizens demanding honesty and accountability from the leaders, both at the county and national governments. The media ought to give more prominence to the flagship projects by improving on how they prime the articles, as well as increase size of articles and use of photographs to draw the readers' attention.

The print media, and especially the *Standard* and *Daily Nation* can improve the framing of the flagship projects to influence action by the relevant stakeholders. For example, they should focus on challenges such as those in the health, education and security sector and how they impact on human resource, which is crucial in steering the flagship projects. Corruption issues in both the private and public sectors should also be given more prominence. It is the responsibility of the media to promote the qualities of good management which include transparency responsibility in the funding and implementation of the flagship projects.

There is need by the media to diversify ways of increasing coverage on the flagship projects on Kenya Vision 2030. The internet has emerged as a lead information source in addition to other information technology tools thus segmenting the audience farther. Electronic media such as radio and television can also be utilized to increase coverage.

5.5 Recommendations for Further Study

This study recommends further research on Kenya Vision 2030 to add to the limited literature. There is need to understand how messaging on Kenya Vision 2030 influences public attitudes and perception. More research is needed on the role of media in coverage of other subsequent phase of the Kenya's Vision 2030 (2013-2017), so as to compare the levels of media's influence on perceptions and attitudes in every phase. There is need to carry out research on the messaging of Kenya Vision 2030 by the relevant government ministries/agencies to the public, so as to identify gaps/challenges. It is also important to evaluate the correlation between the strategy by Kenya's Vision 2030 secretariat and execution of performance management tool.

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APPENDICES

APPENDIX I: DOCUMENT ANALYSIS GUIDE

Title of the relevant material for the study

Date and newspaper page

Subject matter: What is featured about Vision 2030?

Study Objectives

The content

Analyze and Critique, based on the study objectives, Manifest Content – The concrete terms contained in the publications by the selected print media.

Latent Content – The underlying meaning of coverage by the media

APPENDIX II: CODE SHEET FOR ANALYZING FLAGSHIP PROJECTS
(2008/09 AND 2012/13)

YEAR	STORY TYPE	NEWSPAPER		FREQUENCY
		Daily Nation	The Standard	
2008/09	News item Special feature Opinion Editorial Letter to editor Advert			
2012/13	News item Special feature Opinion Editorial Letter to editor Advert			
PLACEMENT				
(2008/09)	Front page Pages 2 and 3 Inside pages Back page			
2012/13	Front page Pages 2 and 3 Inside pages Back page			

APPENDIX III: CERTIFICATE OF FIELD WORK



UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION

Telegram: Journalism Varsity Nairobi
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Telex: 22095 Fax: 254-02-245566
Email: director-soj@uonbi.ac.ke

P.O. Box 30197-00100
Nairobi, GPO
Kenya

REF: CERTIFICATE OF FIELDWORK

This is to certify that all corrections proposed at the Board of Examiners meeting held on 18/09/2016 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can be allowed to proceed for fieldwork.

Reg. No: K 50/7644/2006

Name: Marion W. Ngare

Title: ROLE OF THE MEDIA IN PUBLICIZING FLASHIP PROJECTS OF KENYA VISION 2030: CASE STUDY OF FIRST PHASE (2008-2013)

DR JOLUS BOSIRE
SUPERVISOR

[Signature]
SIGNATURE

20/09/2016
DATE

Dr Samuel Siringi
ASSOCIATE DIRECTOR

[Signature]
SIGNATURE

06/12/2016
DATE

Dr. Ndethi Ndethi
DIRECTOR

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06.12.2017
DATE



APPENDIX IV: CERTIFICATE OF ORIGINALITY

Turnitin Originality Report

- Processed on: 30-Nov-2017 09:22 EAT
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- Word Count: 14824
- Submitted: 1

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By K50/7644/06 Marion Wangeci

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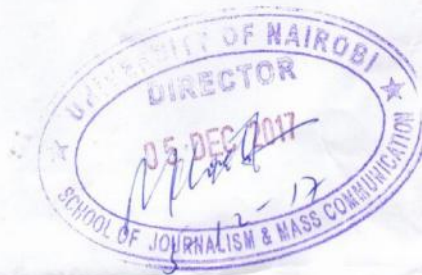
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APPENDIX V: CERTIFICATE OF CORRECTIONS



UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF JOURNALISM & MASS COMMUNICATION

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Email: director-soj@uonbi.ac.ke

P.O. Box 30197-00100
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Kenya

REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 25/09/2017 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can be allowed to proceed for fieldwork.

Reg. No: K50/7644/2006

Name: MARION W. NSARE

Title: ROLE PLAYED BY MEDIA IN PUBLICIZING KENYA

VISION 2030: A CASE STUDY OF THE FLAGSHIP PROJECTS OF FIRST PHASE

DR Julius Bosire
SUPERVISOR

[Signature]
SIGNATURE

01/11/2017
DATE

Dr Samuel Siringi
ASSOCIATE DIRECTOR

[Signature]
SIGNATURE

15/12/2017
DATE

Dr Ndethi Ndethi
DIRECTOR

[Signature]
SIGNATURE/STAMP

15.12.2017
DATE

