The role of print media in the campaign for Water conservation: a content analysis of the daily nation newspaper

Abukuse, Sylvia
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Abstract:
The study was set out investigate how the Daily Nation Newspaper covered the water conservation issues between 1st September 2009 and 31 December 2009. Research Methodology used was content analysis. The study was based on The Daily nation newspaper that is published from Monday to Friday. The Saturday and Sunday newspapers of the Daily Nation Newspaper were not included because they are referred to as weekend publications. The units of analysis were published in those months. Frequencies, the numbers of articles, their placement in the paper that is, front page lead, back page, inside page and other variables were all used to analyse the content of the articles. The study showed that water conservation issues were given more prominence in the September and October issues and moving down to December, the prominence declined. The study ends with recommendation that the media should continue campaigning for water conservation since water is a necessity of life and a lot of airtime should be given to it in order to sensitize the public on the conservation strategies and its importance.