

## **ABSTRACT**

The study examined subservience of children's rights in media coverage in Kenya. This study was carried out because of the negligence the researcher observed in the media society when it comes to children issues reporting and coverage of stories. The Research was of the view that the media, as a change agent has the capacity to force attention on the Subservience of Children rights. Mass media have become inextricably linked with development. They are the widest and fastest means, and the main organ of mass enlightening and entertainment. Today the media highlights several stories on children issues. Their content however depicts a content that seems to disregard children's rights as part of the story. This study would serve as a guide to both media and media institutions in bringing about awareness to the wider public in Kenya. There are laws and convention reports that guide journalists on how to write children stories with a professional code of conduct. The study was guided by three main objectives: to investigate the subservience of children's rights in the media coverage in Kenya, to examine the laws and conventions on children's rights in media coverage in Kenya, to assess the effects of media practices on subservience of children's rights in media coverage in Kenya and to establish the flows in media coverage in the light of children's rights in Kenya. This study utilized both the qualitative and explorative techniques of research. Content analysis was used to examine how the media covers and portrays children's issues and how this contributes to the sensitisation of the public on the convention on the rights of the child. Content analysis was applied to articles that were captured in the Daily Nation, and the Standard. The study used exploratory research design. It utilized secondary data analysis to come up with the history of the conventions and how the media fails to follow the recommendations while reporting children issues. A few selected Research studies already carried out and selected abuse cases reported in the Daily Nation newspaper and the Standard newspaper were used. The study also sought to establish factors affecting subservience of children's rights in media coverage in Kenya. The findings based on the existing research work by media practitioners, researchers and writers could provide crucial guidelines and data for policy makers to ensure subservience of media coverage of children rights in Kenya. The findings of this research imply that the Media Society in Kenya has left a gap when it comes to Subservience of Children's Rights. This gap accrues from the negligence of the media on the part of Children Rights. Privacy is not being given to children when reporting stories and documentaries on the plight of the child or other stories that involve children. The finding of this research is hoped to help the local media to observe the laws on children's rights and follow the recommendations of the conventions on the rights of the children when covering issues of children.