



PRINT MEDIA COVERAGE OF GENDER BASED VIOLENCE IN KENYA

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K50/83891/2012

**A Research Project Submitted In Partial Fulfillment Of Requirement For The
Award Of Master Of Arts In Communication Studies At The School Of Journalism
& Mass Communication, University Of Nairobi**

OCTOBER 2014



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To my dearest son Keith Emali, who came into my life and my world changed in numerous positive ways; today, I know that life is about what you make of it and the way you look at the glass; either half full or half empty. And my late parents Jonah Karicho and Margaret Wairimu, who inculcated the discipline of studying and without whom I would never have appreciated the importance of education.



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The study looks at the role mass media plays in not only creating awareness but also educating the masses on gender-based violence. Mass media communications reach and influence large numbers of people, and they have the potential to play a positive role in the struggle against violence. Print media plays an important role in the society by creating awareness on all issues and thus priming and agenda-setting of these articles is crucial in bringing to the fore issues that society needs to deal with. The study was guided by two theories; the priming and agenda setting.

The data for the study was collected through a content analysis of the Daily Nation for a period of one year from January 1 to December 31, 2013. The themes and priming of these articles were identified.

The results indicated that there are ten types of Gender based Violence as reported during the period of analysis. The articles given the most prominence were on physical violence and Female Genital Mutilation (FGM) while those that occupied the smallest space were on rape, child abuse, physical violence, and FGM and which appeared under letters to the Editor and on News. From the findings, there is need for the Kenyan journalist to be part of the solutions in the fight against GBV. While news can, and often does, offer in-depth and informative coverage of issues, strategies need to be developed to encourage journalists to incorporate more context and analysis when reporting violence against women.

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NMG	-	Nation Media Group
GBV	-	Gender-based Violence
MYW	-	Maendeleo ya Wanaume
UNIFEM	-	United Nations Fund for Women
NCGD	-	National Commission on Gender and Development
UNDEVW	-	The United Nations Declaration on the Elimination of Violence against Women
KDHS	-	Kenya Demographic and Health Surveys
GBVRC	-	Gender Based Violence Recovery Centre
GVRC	-	Gender Violence Recovery Centre
ICRH	-	International Centre for Reproductive Health
WHO	-	World Health Organization
FGM	-	Female-genital Mutilation
CPGH	-	Coast Province General Hospitalø
FIDA	-	Federation of Women Lawyers
DN	-	Daily Nation
DN2	-	Daily Nation pull out that appears every weekday with a different feature every day



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CTION

Gender-based violence (GBV) is violence that is directed at individuals on the basis of their gender, with women and girls making up the vast majority of the victims (though boys and men can also be targets). It is indiscriminate, cutting across racial, ethnic, class, age, economic, religious and cultural divides. GBV takes place throughout society: in homes, community, state institutions (prisons, police stations, hospitals) (Johnson, 2004).

The term gender-based violence can also be used to refer to violence experienced by men as a result of their gender and so does not specifically refer solely to violence experienced by women. However, it is a term that is used broadly throughout the world and the use of the word "gender" initiates thinking about the differences in the ways that women and men experience, and are subject to, violence particularly from someone known to them. The term "violence against women" clearly and unambiguously states the nature of the violence and the problem to be addressed (Western, 2013).

The United Nations Declaration on the Elimination of Violence against Women (UNDEVW) describes violence as "a manifestation of historically unequal power relations between men and women, which have led to domination over, the discrimination over and discrimination against women by men and to the prevention of the full advancement of women," and as "one of the crucial social mechanisms by which women are forced into a subordinate position compared with men." Women's lack of social and economic power, accepted gender roles and the low value put on women's work perpetuate and reinforce this subordinate position. Early marriage, inheritance of widows and male control of property encourage female dependency, particularly in



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employment of women and poor access to social welfare
ability to escape violent situations (UNDEVW, 1993).

There is lack of information on accurate estimates of the magnitude of physical and sexual violence against married women in Kenya largely due to violence being unreported; and in most cases, those reported are not recorded by authorities. The Amnesty International (2002) report titled: "Rape - The Invisible Crime", noted that victims of rape in Kenya had an enormous problem persuading the police and other prosecuting authorities that they had actually been raped. The victims had to prove that they did not consent to the act, or that their agreement was obtained through threats. Also because of the stigma attached to sexual abuse in many Kenyan cultures, women blame themselves and fear that they will be ostracized from society if they admit to being sexually abused (IRIN, 2007), and thus continue to suffer in silence. Hence, the available statistics may not reflect the actual prevalence.

Surveys conducted by women's organizations have shown that the media portray gender stereotypes that are detrimental to women and that can impact negatively on the attitudes towards violence against women. However, because mass media communications reach and influence large numbers of people, they also have the potential to play a positive role in the struggle against violence against women (Pickup et al, 2001).

The vital role played by the print media in the society is of pivotal importance in confronting gender-based violence. One of the roles is creating awareness, in this case, issues to do with gender-based violence in the society. The media also updates the readers on what is currently going on. For example, the issue of FGM and what is being



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in the society. Another role of print media is to reflect the public opinion, mostly through the letters to the editor. Readers are able to let know how they feel on issues on GBV and how the government may deal with these issues.

1.2 Background to the Study

The study looks at how gender-based issues are covered in the Kenyan leading daily; the prominence and attention given to them and the predominant type of gender-based violence in Kenya. Print media plays the role of not only creating awareness, as well as reflect the public opinion on broad issues.

Gender-based violence knows no boundaries, and cuts across racial, ethnic, class, age, economic, religious and cultural divides. It takes home everywhere in society. Though women comprise the largest number of victims, in Kenya we have Maendeleo ya Wanaume (MYW) ó a Non-governmental organization based in Kenya to fight for the rights of men - and which exclusively focuses on battered men. This may not necessarily be able to deal with all issues to do with the boy child, and thus GBV amongst boys and men still remains an ignored issue and may go unattended to. The inclusion of men in the gender-based violence has been largely ignored but should be paramount to intervention program implementation.

In Kenya, like in most African societies, domestic violence is gendered and culturally patterned. Within the prevailing norms, it can be argued that the husband has the right to control his wife as he deems appropriate (Amnesty International, 2002; IRIN, 2007).

important role to play in combating violence against women screening and referral of victims, and behavioural interventions for victims who go through sexual violence; which is one of the predominant forms of violence reported in Kenya. Strategies to confront violence should address the root cause of the problem in addition to meeting the immediate needs of the victims. Challenging the social attitudes and beliefs is of great importance in solving the problem of gender-based violence (GVRC, Annual Report 2011-2012).

1.3 Problem Statement

Print media plays a very important tool in fighting gender-based violence because it not only reports on society but also helps in shaping the public opinion and perception. The media calls attention to social problem and issues and thereby hold leaders and even members of the society accountable. Newspapers are far-reaching and an authoritative source of information. It is no doubt that media coverage matters and is very important in shaping all matters. Thus whatever print media primes or sets as an agenda, affects people's way of viewing that issue.

The dominant myth and expectation is that media is neutral and objective and that journalists are guided mostly by the code of conduct in their reporting of issues of gender-based violence. This is not always the case and thus each journalist brings to the newsroom his/her views, opinion, beliefs and attitudes. These essentially inform the way in which the journalists view a particular issue. Thus media is not a passive transmitter of information to society but a source of information that comes with value judgements.

The overall objective of this study is to assess the media reporting of gender-based violence in print media with specific focus on the *Daily Nation*¹.

1.5 Specific Objectives

The study will specifically seek to:

- (i) Establish the nature and types of gender-based violence stories covered by print media in Kenya.
- (ii) Establish the priming and agenda-setting of gender-based violence articles in *Daily Nation* for the year 2013.
- (iii) Ascertain the role played by print media in creating awareness and dealing with GBV issues.

1.6 Research Questions

The study seeks to address the following research questions.

- (i) What is the nature and types of gender-based violence that are most prevalent in Kenya as reported in the *Daily Nation* for the year 2013?
- (ii) What is the priming and agenda-setting of gender-based violence articles in the print media?
- (iii) What is the role played by print media in creating awareness and dealing with GBV issues?

¹ This is the leading daily in Kenya in terms of readership

Addressing GBV is at the centre of economic and social development in Kenya. Kenya's vision 2030 and mid-term plan 2008-2012 identifies gender-based violence as a social vice that needs to be addressed to reduce danger disparities and address associated vulnerabilities. In tandem with Vision 2030, National Commission on Gender and Development (NCGD) strategic plan 2008-2012 identifies to institutionalize and strengthen gender-based violence response and prevention through coordination and policy advice as one of its key objectives (Policy Brief No.2 of NCGD).

Female-focused violence represents a hidden obstacle to economic and social development. By sapping women's energy, undermining their confidence, and compromising their health, gender violence deprives society of women's full participation. United Nations Fund for Women (UNIFEM) observed that "women cannot lend their labor or creative ideas fully if they are burdened with the physical and psychological scars of abuse" (Carrillo, 1992).

1.6 Scope and limitations of the Study

The study was based on analyses of all articles on gender-based violence for one year (2013) covered in the *Daily Nation*. One of the limitations is not being able to compare the coverage the articles on GBV for different years. Another limitation was the fact that since the study was only on *Daily Nation* there was no room for comparison between the different daily papers, electronic media or social media.



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ATURE REVIEW

2.1 Introduction

Print media like any other mass media plays a very important role in shaping the attitudes, perceptions and knowledge of their audience. Attitudes inform the perpetration of this violence, shape victims responses to victimization, and influence community responses to violence against victims of gender-based violence. Media plays a key role in the communication of information about matters of public importance and therefore in the way people understand social issues such as violence against women, children and men.

The prevailing allegory is that the media is impartial and objective and that journalists are guided mostly by the code of conduct in their reporting of all issues including GBV. Each journalist brings to the newsroom his/ her views judgment, thinking and attitudes. These enlighten the way in which the journalist views a particular issue. Thus the media is a source of information which not only brings along the value judgement of journalists but is also not a passive transmitter of information to society. Media therefore informs our understanding of issues, and has a critical role to play in processes of transformation.

Although acts of violence against women are found in all parts of the world, the levels and types of violence vary across societies. Recent surveys have shown that domestic violence against women is widespread (Kishor and Johnson, 2004). In Africa, studies have reported lifetime prevalence of domestic violence ranging from 17% to 48% among the groups of women that were interviewed in the studies (Jewkes et al 2001, Kishor and Johnson, 2004).



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10) on violence against women in relation to literacy and

violence against women is recognized as a significant public health problem irrespective of socio-cultural settings. On the other hand, (Heise, 1998 and Koenig, 2003) argue that despite increasing recognition of domestic violence as a global public health concern, population-based studies that examine violence against women and its determinants and consequences in developing countries remain scarce.

Countries will not be able to eliminate gender-based violence until they identify the true incidence and cause of types of violence that are most prevalent in their own society. It is currently difficult to compare data between countries because statistics are not collected in a standardized way. Countries may have looked at different populations, and abusive acts are differently defined and/or are considered crimes in some countries and not others. Furthermore, police records may include GBV under a general heading, such as assault, making it difficult to extrapolate the number of incidents involving women. In addition, sexual crimes tend to be under-reported, making it hard to come up with accurate figures. While women's groups may be able to collect more data, UNIFEM points out that few of them have the means to provide the level of statistical evidence that is needed to build a valid record (Johnson, 2004).

2.2 Classification of gender-based violence

Gender-based violence can be grouped into five main non-exclusive categories: 1) sexual violence which includes rape, incest, forced prostitution and sexual harassment; 2) physical violence which includes wife battering and assault, female infanticide, child assault by teachers and gay bashings; 3) emotional and psychological violence which

abuse, insults and name calling, humiliation in front of others, abandonment; 4) harmful traditional practices which include female genital mutilation (FGM), denial of certain foods and forced and/or early marriage; and 5) social-economic violence which includes discriminatory access to basic health care, low levels of literacy and educational attainment, inadequate shelter and food, economic deprivation, armed conflict and acts of terrorism (Johnson, 2004). This classification seems to cover mostly GBV against women rather than men.

2.3 Global Facts and Figures on Gender-based violence

According to the 2013 global review of available data, 35% of women worldwide have experienced either physical and/or sexual intimate partner violence or non-partner sexual violence. However, some national violence studies show that upto 70% of women have experienced physical and/or sexual violence in their lifetime from an intimate partner (WHO, 2012).

In Australia, Canada, Israel, South Africa and the United States, intimate partner violence accounts for between 40 and 70 per cent of female murder victims (Krug, 2002). More than 64 million girls worldwide are child brides, with 46% of women aged 20-24 in South Asia and 41% in West and Central Africa reporting that they married before the age of 18. Child marriage resulting in early and unwanted pregnancies poses life-threatening risks for adolescent girls. Worldwide, pregnancy-related complications are the leading cause of death for 15-to-19 year-old girls (Based on the World's women 1990, UN Department of Economic and Social Affairs).

approximately 140 million girls and women in the world
utilization or cutting. On the other hand, trafficking has
been reported to ensnare millions of women and girls in modern-day slavery. Likewise,
women and girls represent 55% of the estimated 20.9 million victims of forced labour
worldwide, and 98% of the estimated 4.5 million forced into sexual exploitation (ILO,
2012).

The adverse consequence of war, world over has been lethal. Rape has been a rampant
tactic ó both as a consequence and tactic or even both - in modern wars with conservative
estimates suggesting that 20,000 to 50,000 women were raped during the 1992-1995 war
in Bosnia and Herzegovina (UNIFEM, 2002) while approximately 250,000 to 500,000
women and girls were targeted in the 1994 Rwanda Genocide (UN, 1996).

The tables below show that there has been a steady increase in the number of victims who
sought for medical attention at the Gender Violence Recovery Centre (GVRC) since its
inception, in Kenya which translates to an escalating number of gender-based violence
cases. This means that even with the campaigns and activism, the two prominent types of
gender-based violence, namely sexual and physical violence, as seeking medical
attention, continue to increase. Coverage of GBV stories may paint a different picture
from that of victims reporting at the GBRC. These figures do not cover any other type of
gender-based violence (GVRC, Annual Report 2011-2012).

Cases reported at the GVRC in 2011-2012 in Kenya

	Sexual Violence	Physical Violence	Total
2011-2012	2542	422	2954
2010-2011	2524	385	2909
2009-2010	2100	387	2487
2008-2009	2398	407	2805
2007-2008	2338	412	2750
2006-2007	2039	299	2338
2005-2006	1617	353	1970
2004-2005	1483	273	1756
2003-2004	284	762	1046
2001-2003	186	140	326
TOTAL	17501	3840	21341

Courtesy: Gender Violence Recovery Centre, Annual Report 2011-2012

Table 2: Number of Sexual and physical cases reported to the GVRD per quarter, 2011-2012

	Women	Men	Girls	Boys
Sexual Violence (SV)	1126	91	1167	148
Physical Violence (PV)	322	17	45	38
SV + PV	1448	108	1212	186

Courtesy: Gender Violence Recovery Centre, Annual Report 2011-2012



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wards Gender-based Violence Against Women

According to VicHealth (2004) despite its severity and prevalence, violence against women is preventable, particularly when addressed within the context of a human rights framework and with multi-level strategies across legal, health, education and other sectors.

Contemporary research has revealed a complex interaction of contributing factors to violence against women. One of the most influential determinants of gender-based violence against women is the unequal distribution of resources and power between women and men in society. Individuals and communities holding these attitudes tend to consider men as superior to women and that the role of men in the family and in the community is to have the power to make decisions about their livelihoods and the ways in which the family functions. Men typically have economic and social power and resources as they have the freedom to engage in employment and education and participate in the community. Women on the other hand are expected to be amenable and to follow the expectations of males in their family and/or community. Access to education, health care, income and political representation are often curtailed for women in these circumstances (World Health Organisation, 2010).

Women may be at increased risk of violence when they do not have access to financial security to support themselves and their children or to make decisions about how they might live their lives. Additionally, women have fewer choices to leave or manage a violent domestic situation if they do not have access to independent financial support. In



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y, gender-based violence against women will be reduced

Western (2013) further argues that beliefs and adherence to rigidly defined gender roles and stereo-types for women and men may be expressed on individual, social, cultural, community and institutional levels and may include beliefs that what happens within a family is that family's personal concern and responsibility. Cultural attitudes may hold that violence is an acceptable means to resolve conflict and that the use of violence and control against women are acceptable actions to maintain social order.

Community attitudes to gender equality and gender equity are more influential predictors of attitudes towards gender-based violence against women. Attitudes within peer groups and social networks are persuasive in shaping attitudes towards gender equality as attitudes towards women held by organizations such as sporting clubs and religious institutions. Cultural factors play a role in individual and community attitudes towards gender-based violence against women and do vary across cultures, ethnicities and religious (Uthman *et al.* 2009).

2.5 Importance of gender in fighting gender-based violence

Western (2013) asserts that gender plays a role in the occurrence of gender-based violence against women in the depression experienced by women. Gender refers to more than simply the biological sex differences between males and females, but to the broad differences that exist between men and women in their day-to-day life experiences. Alston (2013:96) writes that "gender refers to the different ways women and men operate within socially constructed, sanctioned roles that subsequently shape the ways individuals



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events. Gender and its consequences also shape countries and is a learned way of being.

Gender differentially impacts men's and women's access to, ownership of and influence over power and resources, employment, land ownership, income, safe and secure accommodation, political representation and other roles in society. Violence (especially against women) is significantly enabled by gender inequality, and conversely gender-based violence is seen as a major contributor to gender inequality. Moreover, gender is closely linked to attitudes to women and to violence against women (Western, 2013).

Meyering (2011) concludes that attitudes to gender equality are the key predictors of attitudes to domestic violence. People who do not hold gender equality as a key value or aim within their community tend to understand domestic violence as largely insignificant, uncommon and equally perpetrated by men and women. Astbury (2001:2) notes that gender is 'a structural determinant of mental health and mental illness' and due to the high numbers of women experiencing depression throughout the world, urges that causes of this depression be identified and eradicated. She believes 'this requires a multi-level, intersectoral approach, gendered mental health policy with a public health focus and gender-specific risk factor reduction strategies, as well as gender sensitive services and equitable access to them'.

2.6 Challenging detrimental portrayal of women in the media

The media and development organization, Isis International, conducted a survey in 1998 in ten countries in Asia and the Pacific region. Their survey, entitled 'The State of Women and Media: Focus on Violence against Women' examined media codes of

the representation of women and gender relations in media and books, television, radio, advertising, film and the internet. Their findings confirmed that current practices tend to reinforce traditional and cultural values that undermine the status of women. Ten years before the Isis Research, another survey was conducted by the Tanzania Media Women's Association which showed that the media in Tanzania were playing a major role in undermining women's imagination of themselves, as well as society's images of women (Tanzania Media Women's Association 1994).

2.7 Global Prevalence and Impacts on GBV

In Mexico City, rape and intimate partner violence against women is estimated to be the third most important cause of morbidity and mortality, accounting for 5.6% of all disability-adjusted life years lost (Ascensio, 1999). In Victoria, Australia, partner violence accounted for 7.9% of the overall disease burden among women of reproductive age and was a larger risk to health than factors such as raised blood pressure, tobacco use and increased body weight (Vos et al, 2006). In Uganda, the cost of domestic violence was estimated at 2.5 million US dollars in 2007 (Economic Policy Research Centre, 2009). Gender-based violence, especially rape and intimate partner violence, is a huge problem in Liberia. During the study, in the first seven months of 2011, 1325 cases of gender based violence were reported to the Ministry of Gender and Development; rape related incidents represents 68% of all reported cases. In the past four years, an average 55% of survivors who reported rape were less than 15 years. Meanwhile, many cases continue to go unreported. Women who are raped often do not seek services due to the



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the issue, and out of fear that they will not receive a
(12).

The prevalence of female genital mutilation (FGM) in the 28 countries in Africa and the Middle East reports women aged 15 years and older to have undergone the cut at 0.6% (Uganda, 2006) to 97.9% (Somalia, 2006) (WHO, 2008). There are some regional patterns in FGM prevalence. According to Demographic Health Surveys done during the 1989-2002, within north-eastern Africa (Egypt, Eritrea, Ethiopia and northern Sudan), prevalence was estimate at 80-97%, while in eastern Africa (Kenya and Tanzania) it was estimated to be 18-38%. However, prevalence can vary strikingly between different ethnic groups within a single country (Yoder *et al.*, 2004).

Filson *et al.* (2010) and Vos *et al.* (2006) say that research has established clear links between depression in women and domestic violence experienced by women. The access economic research undertaken in Australia in 2004 found that almost 18% of all depression in women in Australia was associated with domestic violence. The Australian National Survey of Mental Health and Wellbeing (2007) found that over a quarter of the surveyed women had experienced some form of gender-based violence and that this violence was also linked to mental illness including depression, anxiety and suicide attempts.

In an analysis of data from the World Health Organisation's multi-country study on women's health and domestic violence against women, Devries *et al.* (2011) found that the prevalence of suicide attempts in women ranged from 0.8 (Tanzania) to 12% (Peru), although suicidal thoughts throughout a woman's lifetime occurred in as many as 29% of



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found that intimate partner violence was the highest risk (possible mental illness) for suicide attempts. The links

between depression and suicide/suicide attempt are well-known.

Counts *et al.* (1999) argue that although the rates of domestic violence are similar across both rural and urban areas, studies from the USA indicate that rural communities receive limited access to services, including lower education and literacy rates, norms and attitudes favouring domestic violence, higher isolation and high poverty rates. The influence of globalization on development, information, economy and people's movement has also affected the difference in the occurrence of GBV between urban and rural communities.

In societies where violence is the norm, the level of intimate partner violence tends to be high. Beliefs and norms seem to grant men control over female behaviour, making violence acceptable for resolving conflicts. The researchers also found that urban lifestyle and literacy may promote changes in gender norms and attitudes regarding intimate partner violence. However, they argue that literacy in rural communities can expose women to an increased risk of experiencing intimate partner violence. The study identifies an urgent need to raise awareness about domestic violence and gender equality, especially in rural communities. Interventions that challenge traditional gender norms are a critical step to ensure women's rights and to promote improvements in women status, together with promotion of massive formal education of young people regardless of sex and area of residence (Deyessa *et al.*, 2010).

undertaking research and collecting data around gender-
the extent of global violence against women does emerge.

Research has consistently documented that violence against women is a gendered occurrence and a gendered crime (Garcia-Moreno and Watts 2011; UN 1993; Reed et al., 2010) and it is estimated that one in three women throughout the world will experience physical and/or sexual violence at some point in their lives. A multi-country study, mainly in developing nations, found that between 15 and 71% of women aged 15-49 years reported physical and/or sexual violence by an intimate partner at some point in their lives (World Health Organisation, 2005). International data compiled by UN Women (2010) suggested that between 15 to 76% of women are likely to experience physical and/or sexual violence in their lifetime. In the Australian component of the International Violence Against Women Survey, over a third of women reported experiencing physical and/or sexual violence since the age of 16 (Mouzos and Makkai 2004).

Physical, sexual, psychological and economic gender-based violence against women have short and long-term impact for women which include physical injury and illness, mental ill-health, post-traumatic stress, drug and alcohol use, poverty and homicide/femicide. Children exposed to this violence frequently experience fear, insecurity, trauma and may be injured or killed themselves (Kirkwood 2012). Other implications, although perhaps less obvious but still of significant concern, include women's ability to find and maintain employment, loss of accommodation, children's sometimes frequent, relocation from their schools and childcare settings and the health, legal, justice and economic costs to the community (Western, 2013).

in Kenya

In Kenya, Heise *et al.* (1994a) found that among the Kisii, 42% of women in a current relationship had been assaulted by their intimate male partners. There is unfortunately no study on the national levels and factors associated with wife abuse in Kenya. Like most African societies, in Kenya, domestic violence is gendered and culturally patterned (Amnesty International, 2002; IRIN, 2007). This compromises the power of women to participate in decision making and to negotiate a healthy and equitable relationship within their homes.

In 2012, a total of 611 GBV survivors attended the Gender Based Violence Recovery Centre (GBVRC) at the Coast Province General Hospital (CPGH) GBRC and were treated. A total of 3,275 survivors had been attended to for the period May 2007 to December 2012. The cases seen range from defilement, rape, sodomy, physical assault, sexual assault, multiple assault and indecent act. On average up to 80% of the survivors were female and a majority of them were under the age of 18. A study noted that access to the services after GBV is hampered by lack of knowledge on how to respond in the event of a violation coupled with further lack of knowledge on the existence and location of services. This thus calls for increased community engagement and sensitization (GBVRC, International Centre for Reproductive Health (ICRH) Kenya, 2013).

The prevalence rate of GBV in Kenya after the post election violence in Kenya in 2007/2008 and the lessons learnt clearly indicate the need for a national level mapping of gender-based violence services to strengthen and upscale referral services and institutions that offer direct services to survivors of gender-based violence. The Kenya Demographic

of 2003 found that 38.5% (1662/4312) of women ever and 14.1% of 606/4312 were ever subjected to sexual violence by an intimate partner. In the 2008-2009 KDHS report, 39% of women reported to have experienced violence since age 15. Thirty percent (30%) of the married women reported having experienced emotional violence by husband, 37% physical violence and 17% sexual violence. Almost half (47%) of every married woman reported to have suffered emotional, physical or sexual violence while 10% reported having experienced all the three by their current or most recent husband (Policy Brief No.2 of National Commission on Gender and Development [NCGD]). Communication technologies present new opportunities for the exploitation and abuse of women on an international scale, but also present unprecedented opportunities for individuals and organizations to present a different vision of gender relations and violence against women.

Kimuna and Djamba (2008) indicated that 40% of the married women in Kenya reported at least one type of violence; 36% were physical and 13% were sexual. Multivariate analysis showed that living in poorer households, being Christian, being in a polygamous marriage, having a husband who drinks alcohol, and being in sales, agricultural, or unskilled jobs significantly increased the wife's risk of physical and sexual abuse. A wife's education had significant effect on both physical and sexual abuse, but the relationships were not linear. A wife's age and number of children were significantly associated only with physical abuse; husband's education had a marginal but significant effect only on sexual abuse.

The occurrence and prevalence of physical and sexual wife abuse is an important social and public concern that warrants further investigation and social policy intervention.

Programs should consider the relational and contextual aspects of men, who are largely ignored, should be paramount to intervention program implementation. There is need to develop viable support services in communities such as homes for short stay and other intervention services for women. Mass education for both men and women on how to foster violence free relationships and equitable treatment of all people, is of utmost importance (Kimuna and Djamba (2008).

Besides population-based surveys, findings of violence against women have been reported by "Women's Voices" (*Sauti ya Akina Dada*) (FIDA-K, 1997) in Nairobi. In this 1997 study on women and violence in Kajiado and Nairobi, FIDA-K found that 94% of the respondents had reported violence against women in their communities. Also in a survey conducted in 1998 by the Kangemi Women's Empowerment Centre, it was found that over 75% of the respondents who were married had been physically assaulted by their husbands (Kanyago, 2001). Also, most of the respondents were unaware that the assault was an offense. Being taken for granted with regard to wife abuse in Kenya could be a result of the differential socialization for women to accept, tolerate, and even rationalize domestic violence and to remain silent about such experiences.

Further, the FIDA-K (2001) report indicated that the most common human rights violation in Kenya is domestic violence (FIDA-K 2001). The report documented 62 violent crimes committed on women by their intimate partners from January to September 2001. Twenty-nine of the 62 reported violent crimes involved husbands killing their wives; indicating that nearly 47% of the violent crimes documented by FIDA-K in nine months resulted in death. This figure excluded other violent



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and fractures, amputations, missing hair and teeth and other

A study carried out on FGM as one of the forms of GBV recognized the practice as a harmful practice and a violation of human rights of girls and women. FGM is defined by World Health Organization (2012) as referring to all procedures involving partial or total removal of the external female genitalia or other injury to the female genital organs for non-medical reasons. The study reports that between 100-140 million girls and women in the world are estimated to have undergone such procedures and 3 million girls are estimated to be at risk of undergoing the procedure every year. That FGM has been reported in 28 countries in Africa (Country profile FGM in Kenya, 2013). The Kenya Demographic & Health Survey (2008-2009) gave an estimate of 27.1% of girls and women aged 15-49 years to have undergone FGM. The figure has been declining from 37.6% in 1998 and 32.2% in 2003.

2.9 Print media studies in Kenya

Although there have been several studies done on the role of print media in Kenya, there has been none on gender-based violence. Some of the print media studies include a study on the role of the print media in combating the HIV epidemic in Kenya, Mogambi *et al.* (2013). The researchers found print media to be lacking in consistency in reporting HIV issues. The study also found that media coverage of the epidemic was of events such as announcements by the government and other stakeholders on the achievements so far made in combating the epidemic, new discoveries made in the treatment and management of HIV. These articles were found to be concentrated on particular months and based on



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ampaigns to mark the World AIDS Day events, which is annually. The paper also found out that only a few articles

on HIV (8%) contained detailed knowledge on HIV. The authors concluded that print media in Kenya still has a generally low and temporary coverage of HIV issues. They asserted that this kind of coverage cannot therefore create the necessary input in terms of awareness and change in behavior in tackling HIV (Mogambi *et al.*, 2013).

In a study conducted about gendered coverage, media is seen as being crucial in the formation of voters' opinions and perceptions; given that few people have the chance to meet candidates aspiring for political office in person. The media's role in presenting or framing political candidates deserves special consideration. Muhatia (2010) found that there was gross gender imbalance in the print media. Among other conclusions, the researcher found that the print media coverage is male-dominated sector of society, does not satisfactorily give a rich picture of the sociopolitical reality which is made up of diverse groups of people that are representing varying views and interests.

Mweresah (2013) in his study on priming of road safety information by print media in Kenya, established that the *Daily Nation* (DN) newspaper does not give priority to road safety issues. He also found that the DN downplayed its capacity to influence public opinion by failing to emphasize issues on road safety. He argued that information must stand out and scream attention for the readers to give it the importance on the issue on road safety. He asserts that most stories on road safety are allocated very small space and this motivates reporters who feel they have worked too hard, only for them to have their story chopped.



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The research used the Priming and Agenda Setting theories in this study. These two theories brought out the important role media plays in disseminating information to the readers and its effect on social change.

2.10.1 The Priming Theory

Priming is based on the assumption that the frequency or features of the cognitive stimulus activate previously registered meaning and influence, interpreting in particular information which was perceived as unclear and ambiguous. It thus means activating information stored in long-term memory, which takes place after being exposed to a stimulus.

Priming refers to enhancing the effects of the media by offering the audience a prior context ó a context that will be used to interpret subsequent communication. The media serve to provide the audience with standards and frames of reference. Whereas agenda-setting refers mainly to the importance of an issue; priming tells us whether something is good or bad, whether it is communicated effectively. The media have primed the audience about what a news program looks like, what a credible person looks like (University of Twente, 2004).

Priming is often discussed in tandem with agenda-setting theory. The reason for this association is two-fold. The first per Hastie & Park, is that both theories revolve around salient information recall, operating on the idea that people will use information that is most readily available when making decisions. The second, per Iyengar & Kinder, is that



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two-fold process with agenda-setting that takes place over

made an issue salient, priming is the process by which mass media can shape the consideration that people take into account when making judgments about political candidates on issues. In short, both theories point to the ease of accessibility of information in one's mind but priming is something that can occur over a period of time after exposure to a given media segment (Scheffle & Tewksbury, 2007).

Higgins (1996) argues that priming occurs because the primed information is "fresh" in memory. The time gap between exposure and decisions is crucial. The more time passes before the decision is actually made, the greater the possibility that the primed material fades to long term memory, nullifying the priming effect.

Priming is described as exaggerating certain issues. It has been long known as a political effort to give issues associated with certain politician's significant weight. Based on promoting favourable judgmental criteria, it is used as a way of controlling or influencing what information is used and becomes important for the public. Political attempts to reveal certain information and passing them on to the media in such a way and time so as to distract public attention from other issues are some of the ways of achieving exaggeration (McQuail, 2005).

Druckman *et al.* (2009:495) established that priming effect is well-established but its causes are unclear. That priming (and its ancestor agenda-setting) was built upon accessibility. By increasing the accessibility of certain issues (agenda-setting) or considerations (priming), their relative weight increased.

According to McCombs & Shaw (1972) agenda setting is the idea that there is a strong correlation between emphasis that mass media place on certain issues - based on relative placement or amount of coverage - and the importance attributed to these issues by mass audiences.

Price and Tewksbury (1997:184) summarizes it as:

Agenda setting looks on story selection as a determinant of public perceptions of issue importance and, indirectly through priming, evaluations of political leaders. Framing focuses not on which topics or issues are selected for coverage by the news media, but instead on the particular ways those issues are presented.

Price and Tewksbury (1997) argue that agenda setting is based on memory-based models of information processing. The temporal sequences of agenda setting assumes that media can make certain issues or aspects of issues more accessible and thus easily recalled, for people and thereby influence the standards they use when forming attitudes about issues.

Wilson *et al.* (2001) emphasize that mass communication plays an important role in the society, its purpose being to inform the public about current and past events. Thus, within the process of news making, gatekeepers take control of the information the audience see or hear. On the other hand, Littlejohn (2002) says that communication takes place in levels where first level enacts the common subjects that are most important; and the second level decides what parts of the subject are important. The agenda setting concept is divided into three parts according to Rogers and Dearing (1996) in their book

First part of the process is the importance of the issues that media. Second, the issues discussed in the media have an impact over the way the public thinks, this is referred to as public agenda. Ultimately the public agenda influences the policy agenda.

In the early studies on agenda setting, McCombs and Shaw (1977) have brought the importance of agenda setting to the reader's attention when they carried out the Chapel Hill study². Their emphasis and goals with this study was that the agenda issues found in the news media and among general public is what sets the media agenda. Then in 1972 David Weaver joined McCombs and Shaw in project where the panel studied the 1976 U.S. presidential election. Within this project the researchers studied the attributes of the agenda, the description of presidential candidates in the news and the agenda attributes in voters' description of the candidates (McCombs, 1997). Throughout this study the researchers found out that there was a relationship between the media agenda and the public agenda. These studies were for the purpose of looking at the media issues and determining whether these issues are important.

McCombs and Shaw (1972) argue that the agenda-setting function of the mass media is most succinctly stated by Cohen, who noted that the press "may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to do think about. While the mass media may have little influence on the direction or intensity of attitudes, it is hypothesized that the mass media set the agenda for each political campaign, influencing the salient attitudes toward the political issues.

² In the 1968 "Chapel Hill Study" McCombs & Shaw demonstrated a strong correlation between what 100 residents of North Carolina thought was the most important election issue and what the local and national news media reported was the most important issues.

does not exist in isolation, as the theory developed other
e explored. After McCombs and Shaw had laid the
foundation of agenda-setting research, phase 2 of agenda-setting theory covered probable
conditions ó hereunder demographic variables such as age, income, and education, that
would either increase or decrease agenda setting effects. Phase 3 explored psychological
aspects such as does people's level of political interest influence the effects of agenda-
setting? Results from this type of research have varied from time to time. These
developments within the agenda-setting process still occurred within the framework of
McCombs original agenda-setting model.

One of the key aspects of agenda-setting theory is the ability of the media to highlight
certain topics or aspects of issues through the processes of agenda-setting. By calling
attention to some issues over others, during the election cycle the news media,
theoretically at least, form the public's opinion about the most important issues facing the
country (Hayes, 2007).

A number of scholars have become interested in the effect of media agenda setting on
public opinion and government policy. The focus on the consequences of agenda setting
for public opinion (sometimes labeled "priming") can be traced back at least to Weaver,
McCombs and Spellman (1975:471), who speculated in their study of the effect of
Watergate news coverage that the media may suggest which issues to use in evaluating
political actors, and who did not use the term priming to describe this process.

Their speculation was supported a decade later when Iyengar and Kinder (1987), in
controlled field experiment, linked television agenda-setting effects to evaluations of the



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tion of what some cognitive psychologists have called or attributes more salient and more likely to be accessed in forming opinions. Willnat (1997: 53) has argued that the theoretical explanations for these correlations, especially between agenda setting and behavior, have not been well developed but the alliance of priming and agenda setting has strengthened the theoretical base of agenda-setting effects by providing a better understanding of how the mass media not only tell us "what to think about" but also "what to think".


Scheufele (2000) asserts that the theoretical premises of agenda-setting (and priming) rely on the theory of attitude accessibility by increasing the salience of issues and thus the ease with which they can be retrieved from memory when making political judgments.

2.11 Conclusion

There have been studies on gender-based violence world over, with escalating cases reported in developing countries. This may be attributed to avenues of reporting of gender-based violence opening up, especially in the developing countries.

There has been a steady increase in the number of gender-based violence victims over the years with majority reported to be female at about four fifth of all reported cases. This does not mean that there are no male victims and violence on both gender are on the risk and escalating.

Both priming and agenda-setting theories are discussed in tandem. This is because they operate on the design that people will use information that is readily available when making decisions. Mass media shapes people's perception of the way they see things and



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of accessibility of information over a period of time of
ent.

These two theories enable us understand how mass media plays the role of shaping attitudes, perceptions and knowledge for their audience. The attitudes, perceptions and knowledge all shape people's understandings of social problems; as such attitudes inform the perpetration of this violence, shape victims' responses to victimization, and influence community responses to violence against victims of gender based violence. Additionally mass media plays a vital role in the communication of information about matters of public importance and therefore in the way people understand social issues such as violence against women, children and men.



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RESEARCH METHODOLOGY

3.1 Introduction

This chapter deals with the procedure used in making systematic observations and obtaining data, leading to conclusions based on the analysis.

3.2 Research Design

This study was designed as a content analysis of the print media in Kenya. The use of content analysis enabled to directly look at communication via print media and hence get the central aspect of social interactions which is highly valuable. Through the analysis of these articles, statistically, the coded form of texts was used to interpret the articles for purposes of this research.

Content analysis is an unobtrusive means of analyzing interaction and provided insight into the complex models of human thought and language used.

3.2 Target Population

The study targeted all publications of the *Daily Nation* for one year period, and on all articles on gender-based violence. A content analysis on articles dealing with gender-based violence on the *Daily Nation* was conducted for a period of one year from January 1 to December 31, 2013. The themes and framing of these articles were identified. The existing materials or articles comprised the study.

The unit of analysis in the study was the items or stories on GBV, the themes of these stories, characters or attributes, the amount of space which the story was being given. Mugenda and Mugenda (1999) notes that the unit of analysis is the individual unit about which or whom descriptive or explanatory statements are to be made.

The content was examined in terms of the number of articles; their size (in cm); the type (news, opinion, feature, editorial, book review, letter to editor, or advertisement); placement (front page, page 2, page 3, other inside pages, special feature/magazine section, or back page); prominence (edition lead, page lead, main editorial, or special commentary); main event (or occasion); main actor (Government, NGO, the United Nations system); and main subject.

3.4 Sampling Techniques

The study targeted all articles in the year 2013 that covered articles or stories based on gender-based violence. This comprised of daily and weekend editions irrespective of the day on which they were published. This information was in form of news items, opinions, editorials, features, letters to the editor, magazines and research reports placed on the *Daily Nation* newspaper.

3.5 Data Collection Procedures

The Nation Media Group (NMG) library has archived all the daily papers in soft copy, which is accessible only at their library at the Nation Centre and one is able to identify the articles with ease. Keywords were used to search all articles published on issues



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ation, in the year 2013. The different themes, type of the

es, pages when the articles appeared and the space that

they occupied. The main actors and associated events were also identified and classified.

Data was collected by way of qualitative procedure. According to Mugenda and Mugenda (1999) qualitative analysis is the process of bringing order, structure and meaning to the mass of information collected. It seeks to make general statements on how categories or themes of data are related. Usually data is in the form of texts, materials, photographs which describe events and occurrences (Marshall and Rossman, 1989).

Berelson (1952) states that content analysis is a research method aimed at recording the salient features of texts using a uniform system of categories. The content analyst designs and employs categories which are directed towards producing quantitative data in response to specific research questions or hypotheses. This data is then used to summarize and describe any patterns in the texts. He defines content analysis as:

-Research technique for objective, systematic and quantitative description of the manifest content of communication (Kaplan, 1943 p.230).

Berelson (1952) identified the requirements of content analysis as objectivity which stipulates that the categories of analysis should be defined so precisely that the different analysts can apply them to the same body of content and secure the same results. Under system, he avers that it must be designed to secure data relevant to a scientific problem or hypothesis. Numerical frequencies will be assigned to occurrence of the analytic categories for analysis to be done.

A code sheet was used to collect the data from the *Daily Nation*, article by article. The data collected was then analysed using Microsoft Excel an analysis on the type of news, opinion, news, editorial was arrived at. The date and month when the article appeared, and the space allocated to it as well as the prominence accorded to the articles was also analysed. The analysis was done on associated event or and the main actor of the articles.


Some of the variables in the code sheet included the following:

- Format of the article;
- Month of publication;
- Type of GBV article;
- Prominence of article; and
- Size of story.

3.7 Data Analysis and Presentation

The data collected using the code sheet, was analysed and comparisons made from it. From the analysis, pie charts, graphs, histograms were derived to enable draw comparisons on articles dealing with GBV.

In print media, the major or minor division is usually in terms of space and position. Any story which appeared on the lead of the front page or on any other page under a three-column headline in which at least one-third of the story (a minimum of five paragraphs) is devoted to political news coverage, especially during campaign period.



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ratives to explain the media priming of GBV in the *Daily*

explain the themes that were predominant and the tones

used in the GBV reporting.



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ANALYSIS & INTERPRETATION

4.1 Introduction

There were a total of 118 articles mined from the entire year 2013. The articles related to the different forms of gender-based violence that were identified during the study. The *Daily Nation* articles analyzed were classified under the sections in which they were published. Some of the sections included main national news items, commentaries, and letters to the editor among other sections. Other variables considered during analysis were size of article, placement and prominence, the main subjects as well as actors as reflected in the news articles.

A code sheet which contained fifteen variables was developed and used to collect the data.

4.1.1. Newspaper section

Table 3 indicates the newspaper section where the article is found. The findings indicate that most articles on gender-based violence appeared under national news, *DN2*³ and commentaries. There were minimal stories in the letters to the editor, *Zuqka*, *Young Nation*, advertising feature and *Living Magazine*. Table 3 summarizes these findings. The GBV articles under the national news were the majority with 31%, followed by those in the *DN2* at 13%. In the commentaries, there were 14 articles which formed 12% of all the articles on GBV. There were 10 articles under county news which represented 8% of the articles. There were eight articles each under The County News and World News which translates to 7% of all the articles. Under the advertising feature, and the Living

³ Daily Nation pull out which appears every weekday with different features on different days

occupying 4%, while the *Young Nation* and *Zuqka* each had 3%. There was only one under the letters to editor, which was 1% of all the articles on GBV.

There was little feedback from the readers on issues on gender-based violence as indicated by the low number of articles on letters to editor which was 1% of the articles analysed. The sensitization of teenagers and young people that would mostly be on *Young Nation* and *Zuqka* was also low and mostly on the *Day of the African Child*. There were stories appearing under *County News* and *The County News*, this signifies a change of the section name and a combination of both at 15%. These are stories from all the counties with most of them being on FGM. Under the *advertising feature*⁴, campaigns by NGOs, international bodies on sensitization to the readers was at a low 4%.

Table 3: Newspaper section where GBV articles were placed

Newspaper section	Frequency	Percentage
Advertising Feature	5	4%
County News	10	8%
<i>DN2</i>	15	13%
Living magazine	5	4%
National News	36	31%
Opinion	10	8%
The County News	8	7%
World News	8	7%
Young Nation	3	3%
<i>Zuqka</i>	3	3%
Letters to editor	1	1%
Commentaries	14	12%
Grand Total	118	100%

⁴ New ways of communicating where advertisers reach audiences through programmed events



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Violence reported in the media

Table 4 is on type of GBV reported in the media and with an indication that there were ten types of GBV based on this analysis that were reported by the *Daily Nation*, while 3 articles were not specific on the type of GBV and related to all forms of GBV. The articles on Female Genital Mutilation (FGM) and physical violence were 28 and consisted 24% of all the articles. There were 19 articles on legislation at 16%, while on rape they were 17 translating to 14%. On domestic violence, there were 8 articles, consisting 7% while on child abuse, commercial sex exploitation, early marriage, cultural abuse, and Crime/kidnapping were 5, 4, 3, 2, 1 articles as making up 4, 3, 3, 2, 1% respectively.

The majority of the stories were on FGM and physical violence at 24% each of all the articles. There was a significant number of articles on legislation of GBV and rape at 16% and 14% respectively. Other articles had minor coverage of child abuse, commercial sex exploitation, cultural abuse, domestic violence, early marriage, and all other forms of GBV.

Violence

Gender	Frequency	Percentage
Child abuse	5	4%
Commercial sex exploitation	4	3%
Crime/Kidnapping	1	1%
Cultural Abuse	2	2%
Domestic violence	8	7%
Early marriage	3	3%
FGM	28	24%
All forms of GBV	3	3%
Legislation on GBV	19	16%
Physical violence	28	24%
Rape	17	14%
Grand Total	118	100%

4.1.3 Gender of the story reporter

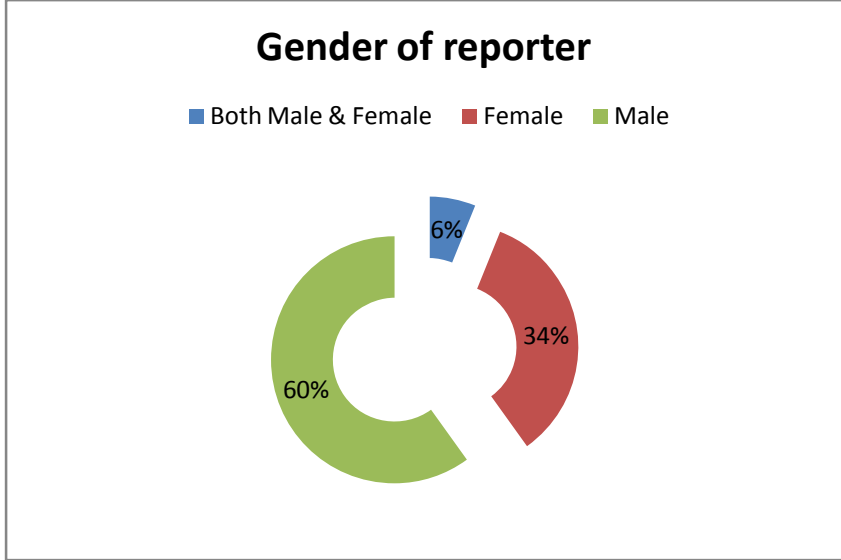
Figure 1 is on gender of the story reporter with and shows that there were more male reporters of GBV at 60%, while 34% were written by females. There were 6% articles that were reported by both genders.

Though the majority of the reporters were male, the majority of the victims were children at 35% and closely followed by females at 34%. On the other hand, male victims were the minority at 8%. This means that although there were many female victims, there are few female reporters who take up reporting on GBV issues.

The female journalists covered a myriad of issues with the majority of these being FGM (33%), on legislation on GBV (18%), physical violence (20%) also is having a sizeable coverage. Other issues covered by female journalists were domestic violence (5%), rape (10%), and early marriage (8%) of all the stories they covered.

Journalists covered 60% of all articles. The largest coverage was on GBV (34%), on legislation (9%), physical violence and domestic violence (5%), child abuse, commercial sex exploitation, GBV issues and crime/kidnapping at 5%, 3%, 2% and 1% respectively.

Fig. 1: Gender of reporter



4.1.4 Format of news article

Figure 2 is on format of news articles and the data analysis, 59% of the articles analyzed were news, while a significant 30% were features. There was significant number of stories in the letter to editor at 7%, with a minority as opinion and under commentary with 3% and 1% respectively.

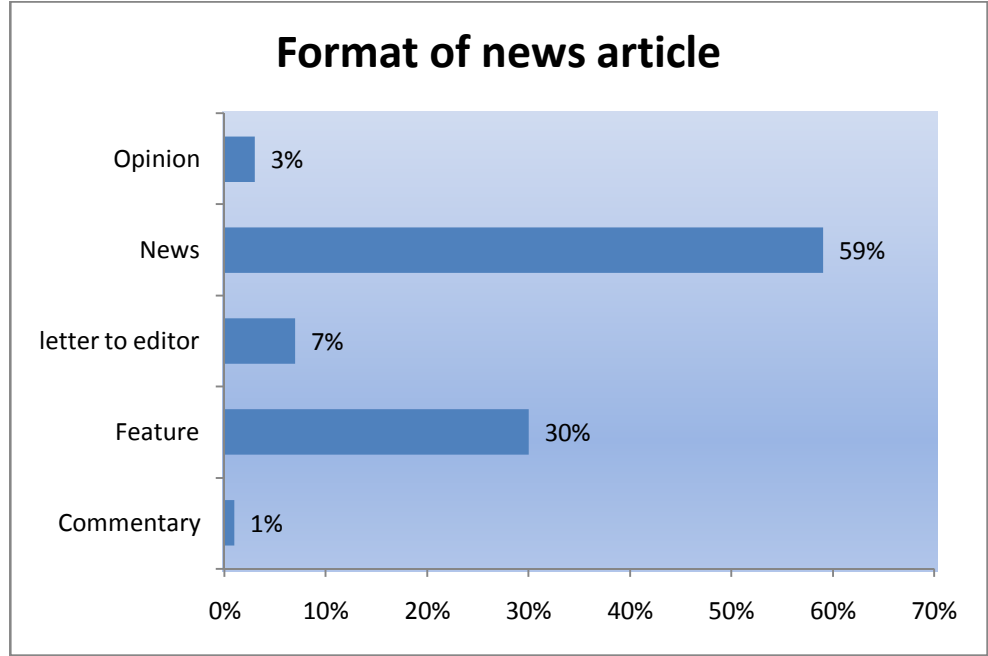
The majority of the feature articles were on rape (15%), child abuse (9%), FGM (12%), legislation of GBV (29%), physical violence (17%) and early marriage, and domestic violence both at (6%). The main actors in all the articles were by state body/corporation (37%), NGO (21%), lobby group (9%), international organizations (16%) and members

Government ministry and religious groups contributed at (4%

the stories that occupied the largest space taking about

three, two or one pages, while several others are taking up three quarters or half a page.

Fig. 2: Format of news article



4.1.5 Frequency of stories per month

Figure 3 is on frequency of the stories and from the data, there is an indication that over a fifth of the stories appeared during the month of December at 21%, with significant others appearing in June at 14%, July had 12% and September at 11%. The highest number of articles on GBV appeared in December with 21 articles which were 18% of all articles followed by June with 16 articles at 14%. In July and September, there were 14 (12%) and 13 (11%) articles each, respectively. There were 10 (8%) and nine (8%) articles each in May and October, respectively. In August and February, there were eight articles each (7%), while in January, there were seven articles (6%). November, April and March had six (5%), four (3%) and two (2%) articles each.

had the majority of the articles appearing on GBV had taking place. There was the Day of the African Child, 16 days of activism against GBV, and the sexual abuse against children campaign. There was also the appointment of Hon. Jebii Kilimo as the Head of the Anti-FGM Board. These campaigns occupied more than one page of the *Daily Nation* and appeared more than once. On the other hand, only two articles appeared in the month of March both on domestic violence.

The month of June had the second highest articles with campaigns on the Day of the African Child, Rights of the Children, Children and Law, Child molesting and Abuse, Early marriage/Fistula. April had only four articles on domestic violence in particular two pages of battered husband, FGM, rape, crime/kidnapping. In conclusion, the months that have no campaigns or activism running have low coverage of issues on gender-based violence.

Fig. 3: Frequency of stories per month

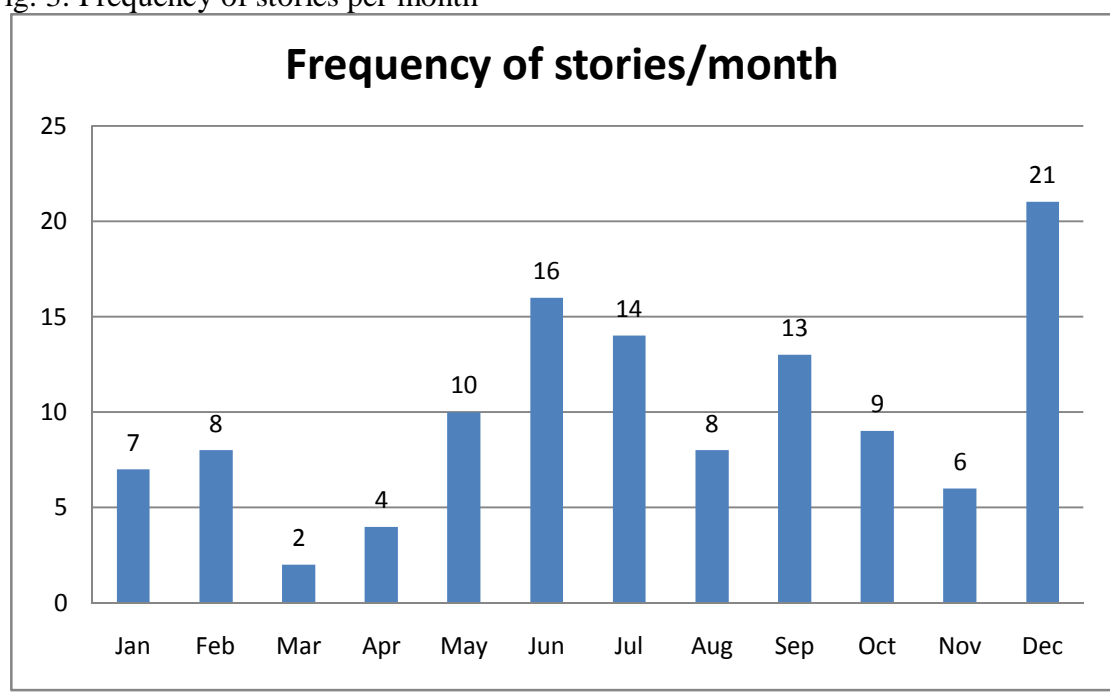


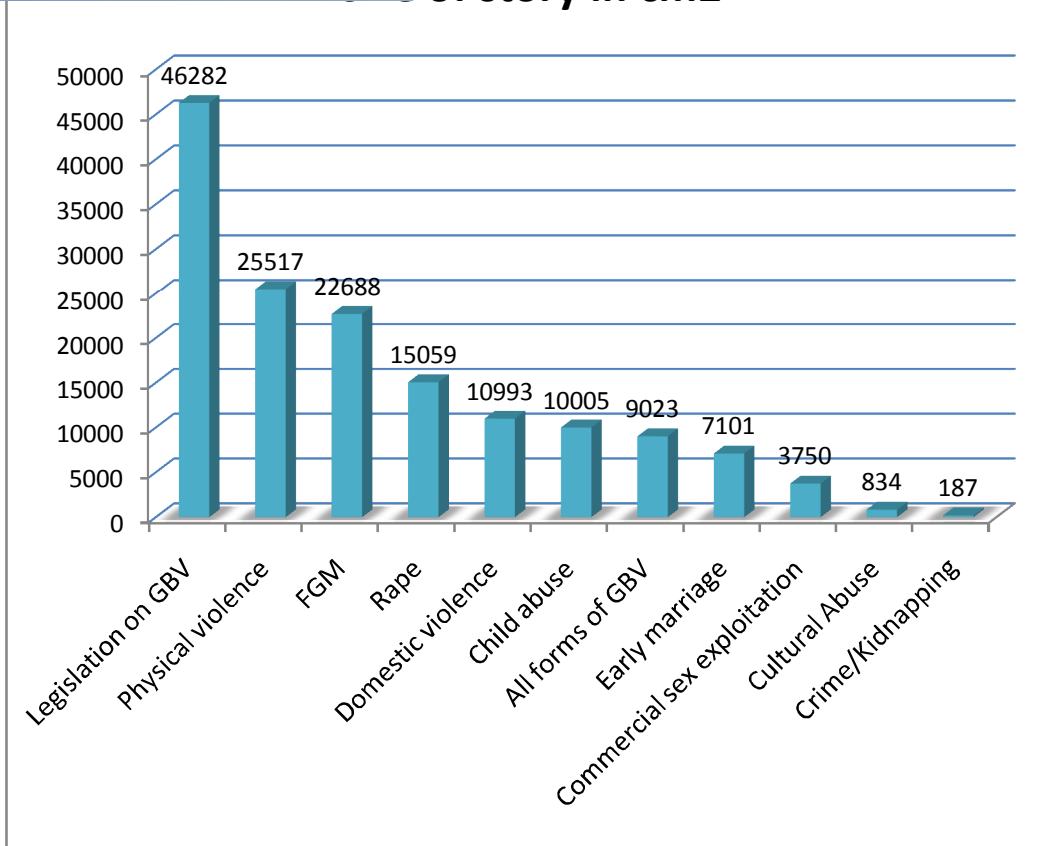
Table 5 shows that the type of article that occupied the largest amount of space was on legislation taking up 46282 cm² which is about a third of all the space, while those on crime/kidnapping was the least with 187 cm². Stories on physical violence and FGM occupied 25517 cm² and 22688 cm² respectively. Domestic violence, child abuse, all other forms of GBV occupied 10993 cm².

Those articles on Legislation on GBV covered majorly the legislative role of the national assembly and partly on the lobby of men's rights, launch of a book on tribute to male chauvinism by Ndiritu Njoka, founder of Maendeleo ya Wanaume group, and children's rights. The articles that occupied the smallest space were on rape, child abuse, physical violence, and FGM all under letters to the editor and on news.

The articles on legislation were on Marriage Bill, Property bill, sexual crime, early marriage, men's right/battered husband, and role of Civil Society in Kenya, women and youth rights, children's rights. The majority of those articles were on men's right/justice for battered husband. The main actors in these articles on legislation were state body/corporation with more than half of all the articles, NGOs with slightly less than a third, international organization with about a tenth, and one by the members of the public. There were three articles on all forms of GBV were on sexual abuse, 16 days of activism in GBV and on the risk of the boy-child.

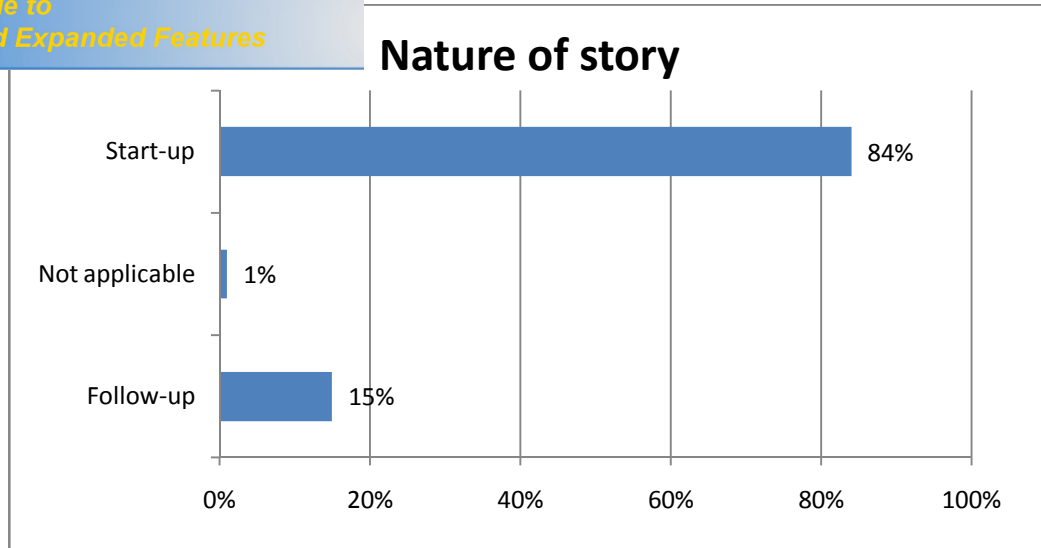
cm²)

of story in cm²



4.1.7 Nature of story

Fig. 4 is on nature of story and shows that over four fifth of all the stories were start up stories at an overwhelming majority of 84% while less than a quarter at 15% were follow-up, while 1% was not applicable as either start up or follow-up. Most of the stories on follow-up had the same pattern of events with most being on FGM, culture and FGM/cut, rape, sexual violence, early marriage and men battering. The majority of the follow up stories were on cases for rape victims while others were on FGM and early marriages.



4.1.8 Estimated size of the story

Table 6 covers the estimated size of the stories. The majority of the stories which occupied more than one page were campaigns or features from independent bodies like the NGOs, international organizations championing for a certain course. These stories occupied one full page at 19 articles (16%), while those occupying two pages were 6 at (5%), and those occupying three pages were three at (3%). These translate to 16% for full page, 5% for two pages and 3% for three pages. Articles which occupied a cutting and an eighth page were 16 taking up 14% of all the articles. Thirteen (13) articles occupied three quarters at 11%, while 11 articles occupied half a page at 9% of all the articles. Stories that were quarter and one third pages were 9% at 8% each respectively. There were seven and six stories occupying two fifths and two pages each at 6% and 5% respectively. There was one article each occupying half of one eighth, one sixth, and one tenth of a page at 1% each.

ges appeared on DN2 and *Lifestyle Magazine*⁵ and were V, early marriages/FGM/cutting leading to fistula. Those occupying two pages were on battered husbands/men, two on early marriage and one on sexual abuse. Those that were one page were on rape, children and law, Day of the African Child, early marriage and introduction of the Bill for Early marriage, arrest of rapists, FGM and fight on GBV, fighting for women and youth, realities on man battering. The main actors in all the above stories were State body/corporation, international organization, religious organization, NGO, and one on members of public.

The stories that were a cutting were majorly on FGM, physical violence. The rest were on rape, commercial sex exploitation, legislation and early marriage. The articles featured in news, opinion, letters to editor and those under *DN2* each had a photo accompanying the story.

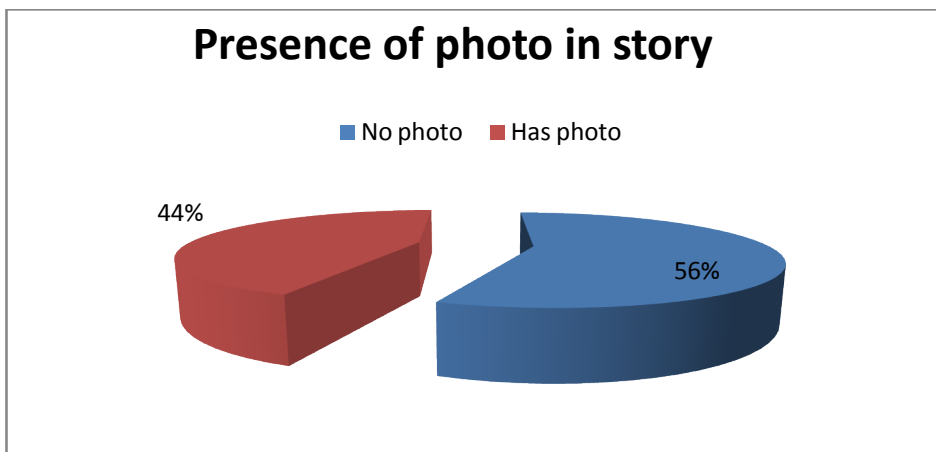
⁵ Lifestyle magazine is a pull out available every Saturday on *DN*

Size	Frequency	Percentage
Full page	19	16%
Cutting	16	14%
Eighth page	16	14%
Three quarters	13	11%
Half page	11	9%
Quarter page	9	8%
Third page	9	8%
Two fifth	7	6%
Two pages	6	5%
Less than one eighth	3	3%
Three pages	3	3%
One fifth	2	2%
One sixth	1	1%
Half of an eighth	1	1%
One sixth	1	1%
One tenth of page	1	1%
Grand Total	118	100%

4.1.9 Does the story have a photograph

Figure 5 indicates that the majority of the stories were not accompanied by photos at 56% of all the articles on GBV while those that were accompanied by photos were slightly less than half at 44%. This is a good representation at almost half of the stories (44%) with photos and means that the presence of photos draws the reader's attention.

Fig. 5: Present of photo or otherwise





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s story

Table 7 is on main actors in the news story with an indication that there were about eight main actors with the State body/ corporation sponsoring more than a third of all the stories with 44 articles taking up 37%, followed closely by NGO and International Organization at 25 and 19 stories at 21% and 19% respectively. The Lobby group and Members of the public were close to each other at 11 and 10 stories each at 9% and 8%. Government ministry, Religious organization and FGM activists had 5, 3 and 1 story each taking up 4%, 3% and 1% respectively.

State Body/corporation has the highest contribution as an actor, followed by NGO and International Organisation. Lobby groups and Members of the public follow closely, while Government ministry, Religious organisations and FGM activists had the least contribution as actors.

The articles by members of the public were on rape, the African child, Children's right, the risks of the girl-child, physical violence protests, 16 days of activism against GBV, and three articles on early marriage and the effects which includes fistula. Under member of the public, the article by a female was three pages and on the 16 days of activism against GBV.

s story

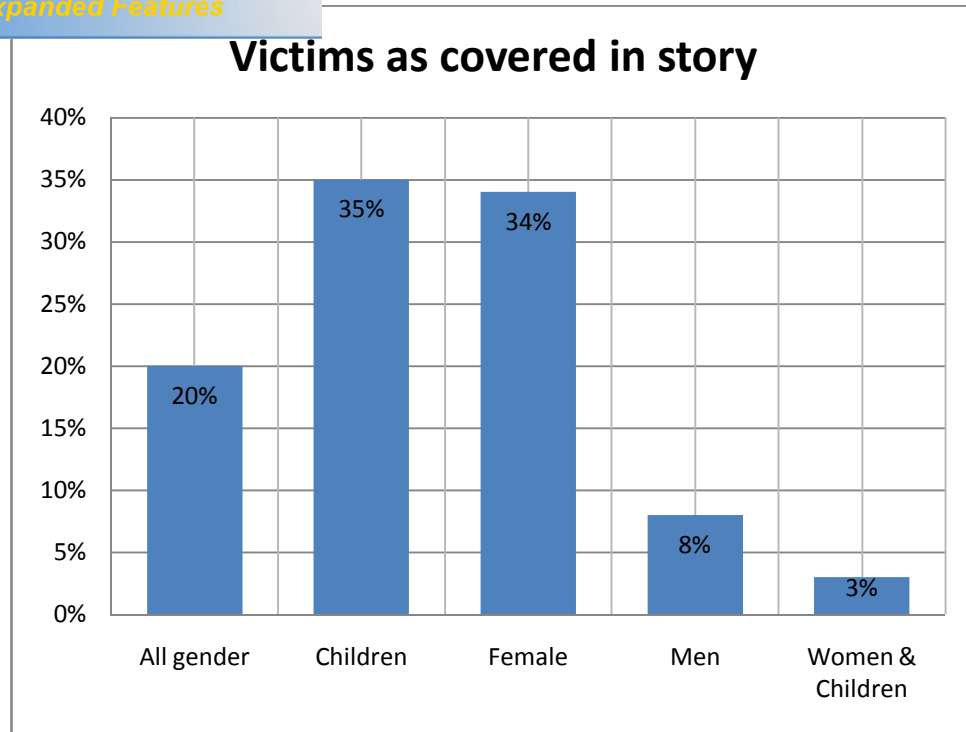
s story	Frequency	Percentage
State Body/corporation	44	37%
NGO	25	21%
International organization	19	16%
Lobby group	11	9%
Members of public	10	8%
Government ministry	5	4%
Religious organizations	3	3%
FGM activists	1	1%
Grand Total	118	100%

4.1.11 Victims as covered in the story

Figure 6 indicates that the majority of the victims covered by *DN* were children at 35%, while 34% were female. There was low coverage of male victims which was less than a tenth at 8%. Some of the articles covered women and children victims at 3% while those that were not on any specific gender was a fifth at 20%.

The low coverage of male victims in the newspaper may be explained by the fact that men fear to come out and disclose some of the challenges that they face as related to gender based violence. It may also be the way stigmatization has been carried out by the media with cultural expectations of the society that has resulted in the low coverage of male victims according to several scholars as indicated in the Literature review.

story

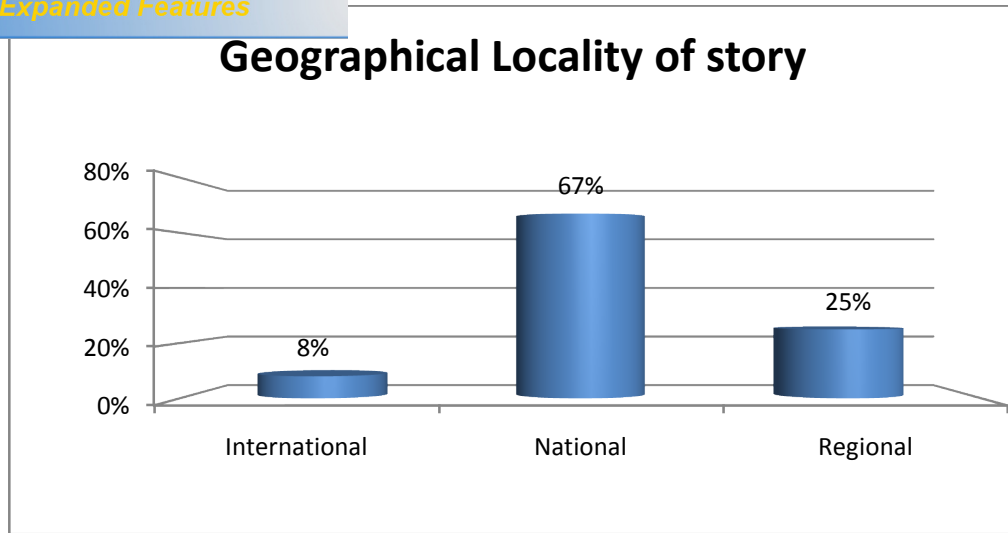


4.1.12 Geographical Locality of story

Fig. 7 is on Geographical locality of story. The national coverage took up almost three quarters of all the GBV articles at 67% while the East African news, that is East African countries, took up a quarter at 25%. Coverage of GBV stories at the international level were the least with 8%. Those on regional were mostly on FGM, while those international stories, two were on FGM, two on disarming rebels, others were on rape, the *Soweto Uprising*,⁶ crisis in the country and on fistula victims due to early marriages.

⁶ Series of protests led by high school students in South Africa in the streets of Soweto in response to the introduction of Afrikaans as the medium of instruction in local schools.

f story



4.1.12 Type of Gender-based violence and the format of story

Table 8 is a combination of type of gender-based violence and format of the story. The news articles took up the largest format of the story at 70 and closely followed by feature stories at 35 articles. The letters to the editor had eight articles and opinion at four articles. There was one article under commentary.

Articles on child abuse were covered as feature at three and letter to the editor at two stories, totaling to five stories. Those on commercial sex exploitation were covered under feature at one and three articles under news, making up four stories. There was one article on crime/kidnapping which appeared under news. The majority of the articles were on FGM and physical violence each at 28 stories. Those on FGM appeared under news at 23, feature had four, and one under letter to editor, giving it a total of 28. On physical violence there were 19 stories under news, feature at six, Opinion had two and one on letter to the editor, which totaled up to 28 stories.

tion, 10 under feature stories, two and six under letter to
and one under opinion. Those covering rape were 16 with
one under commentary, four under feature, letter to the editor and news at two and nine
each. The articles on cultural abuse were two, under news and opinion. Domestic
violence had eight stories, while early marriage and general GBV had three each.
Domestic violence had more articles covered under news at six while under feature they
were two. Early marriage and general GBV had articles covered under feature with two
while news had one each.

On placement, the only story that features on page 1 is on the ICC cases, has a political
twist and also one on physical violence, where justice for the post-election victims fall
with none at the back page. This can be placed as both a local and international story on
its importance. A few stories also appear on page 2, two on rape and two on child abuse.
There are others too on opinion of the African child, the *Soweto Uprising* and physical
violence. The one on physical violence is on husband battering, which happens to be a
follow up story on the outcome of the case on a battered husband.

There are several stories on page 3, again on the recovery of battered husband, the Day of
the African Child, ICC trial at the Hague, lobby for men's right, traditions and FGM in
Kenyan society, protests by Somali journalist on FGM. There seems to be the same trend
on coverage on the first pages.

There was only one commentary on rape/abused women whose main actor is the
religious organization. The stories on features were mainly on children's law/rights,
early marriage and its effects mainly teen pregnancies and fistula, Bill on Early Marriage,

V, rape, Day of the African Child, crisis in South Sudan, the letters to Editor had eight articles, all which were start-up except for one. Two of these articles were on the launch of a book on Gender apartheid World War on sexes, others had each an article on rape, the Soweto Uprising, social media opinion on African Child, appointment of Hon. Jebii Kilimo as the head of anti-FGM Board, role of civil society, move to institute criminal proceedings to Nairobi County governor for physical violence. In the letters to editor, majority of the writers were male with only a quarter being female.

Table 8: Type of Gender-based violence and the format of story

Type of story on GBV	Commentary	Feature	letter to editor	News	Opinion	Grand Total
Child abuse		3	2			5
Commercial sex exploitation		1		3		4
Crime/Kidnapping				1		1
Cultural Abuse				1	1	2
Domestic violence		2		6		8
Early marriage		2		1		3
FGM		4	1	23		28
General GBV		2		1		3
legislation		10	2	6	1	19
Physical violence		6	1	19	2	28
Rape	1	4	2	9		16
Grand Total	1	35	8	70	4	118

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the summary of findings of the study, the conclusions and recommendations.

The media is a very powerful tool in fighting gender-based violence because it not only reports on society but also helps to shape the public opinion and perception on the topic. The media calls attention to social problem and issues and thereby hold leaders and even members of the society accountable. One of the most effective media platform based on this is the newspapers. Newspapers as considered in this study are far-reaching and authoritative sources of information. The relationship between media, knowledge, public opinion and policy is quite complex. However, there is little doubt that media coverage matters and is very important in shaping most of the factors stated.

5.1 Key Findings and Conclusions

This study found out that there are ten types of Gender based Violence as reported during the period of analysis. Some of the types include Child abuse, Commercial sex exploitation, crime and kidnapping, cultural abuses, domestic violence, early marriages, female genital mutilation and even physical abuses. The articles on Female Genital Mutilation (FGM) and physical violence were 28 and this consisted 24% of all the articles.

It is evident from the analysis that the majority of reporters on GBV were male and female. The analysis showed that 66% of the articles were analysed, while 34% were written by female. There were 6% articles that were reported by both genders. However, the majority of the victims were children at 35% and closely followed by female at 34%. On the other hand, male victims were the minority at 8%. This means that although we have many female victims, there are few female reporters who take up reporting on GBV issues. The gender that is most affected by the GBV can most effectively represent the issues related to GBV. This is not the case based on the current analysis.

In covering GBV, some individuals are considered more credible and thus more authoritative than others due to their occupation, expertise and social standing, for example. The main actors in the feature articles are State body/Corporation, NGO, lobby group, International Organisations and members of the public.

The prominence of stories on GBV was evident even as more stories on physical violence and Female Genital Mutilation (FGM) occupied 25517 cm² and 22688 cm² respectively. Domestic violence, Child abuse, all other forms of GBV occupied 10993 cm². Those articles on Legislation on GBV covered partly, lobby of men's rights, launch of a book on 'tribute to male chauvinism' and children's rights. The articles that occupied the smallest space were on rape, child abuse, physical violence, and FGM all under letters to the Editor and on News. The articles on legislation were on Marriage bill, property bill, sexual crime, early marriage, men's right/battered husband, role of Civil Society in Kenya, Women and youth rights, children's rights. The majority of those articles were on men's right/justice for battered husband. The main actors in these articles on legislation were State body/Corporation with more than half of all the articles, NGOs



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International Organisation with about a tenth, and one by

From the analysis and inferences, the majority of the victims at over a third were children at 35% as compared to female at 34%.The men were covered in 8% of the articles analysed. This is an indication that the men may not have the confidence to come out and speak out when they face issues of gender based violence and this makes their coverage very low. While the male journalists as noted earlier go out of their way to seek and cover stories on GBV, they have not been able to solicit much positive response from the male victims.

While the frequency of articles on GBV may have been dictated by the salience of incidence that the media focused on, it might have also resulted from the prominence accorded by the media to some of the articles published. The highest number of articles on GBV appeared in December with 21 articles followed by June with 16 articles. In July and September, there were 14 and 13 articles each, respectively. There were 10 and nine articles each in May and October, respectively.

5.2 Conclusions

The findings indicate that there is need for the Kenyan journalist to be part of the solutions in the fight against GBV. News can, and often does, offer in-depth and informative coverage of issues. It is for this reason that strategies need to be developed to encourage journalists to incorporate more context and analysis when reporting violence against women. Women journalists have also done little to cover issues on GBV yet their gender is the most affected as seen in the analysis. It is therefore important that the



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...at they are able to bring out issues affecting them more

Evidently, the government of Kenya needs to establish strong mechanism of using the media to ensure that it creates awareness, abolish the mindsets and stereotypes that affect gender based violence victims and also promote free speech and disclosure on matters related to GBV. With that in mind, the awareness of this vice will be promoted and enhanced greatly.

5.3 Recommendations

The following are some of the recommendations based on the analysis:-

There is an urgent need for journalist to diversify their news sources when reporting on GBV. They should strive for the inclusion of victims/survivors/voices in media stories. This gives more credibility to the stories that they do and also give a perspective of the victims side of the story.

The role played by Stakeholders/consultations within the journalism industry should be held in order to generate more effective strategies to improve media reporting on violence against women and even men and encourage a collaborative approach. This will give a better understanding of GBV to reporters, as well as arm them with a new way of reporting.

There is an urgent need for stakeholders like the universities that train journalists to establish education and training strategies for journalists on GBV issues to enhance their reporting. These include targeting university curricula, developing short courses, and on-



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re that when students graduate, they already have a better and thus get into the employment world better armed.

Another recommendation is consolidation or development of existing resources for journalists, including specific tools and guidelines focusing on the prevention of violence against women. This may be done through the specific media houses, such that reporting of GBV issues is better enhanced and prevented, all together.

There is need to strategize on ways that will facilitate the prominence of GBV stories in the media and where all genders are well covered and represented both as news actors and as news sources as well. At the same time, more stories by journalist should be in the form of features and should offer more comprehensive background information that will aid readers in understanding the issues of gender based violence in a deeper sense.

The main actors like the State body/Corporations, Religions and International Organisations, NGOs should step up their support by ensuring that other than running advertisements in a few months when the campaigns against GBV run, they are more active in the grassroots and also involve victims more during their campaigns, so as to give it more credibility and vigour it deserves.

5.4 Recommendations for further research

Framing of GBV issues in the daily newspapers with a comparison of different dailies is an area that further research can be taken up.

Another area is the comparison on the prevalence of gender-based violence in the rural and urban areas.

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On Gender Based Violence: A Content Analysis Of A Kenyan Daily

	Type of GBV	Newspaper section	Gender of reporter	Format of story	Date/Month	Size (cms)
1						
2						
3						
4						
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	Type of story	Space allocation	Placement	Photo	Story headlines/event	Main actors	Victims	Locality of story
1								
2								
3								
4								
5								
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7								
8								
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