

**PRIMING OF DRUG AND SUBSTANCE ABUSE IN PRINT
MEDIA: A COMPARATIVE STUDY OF NATION AND
STANDARD NEWSPAPERS**

By

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DECLARATION

I declare that this paper is my original work and has not been submitted to any other University for examination.

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Signature

Date

This project has been submitted for review with my approval as University Supervisor.

Dr. Wambui Kiai

.....

Signature

Date

DEDICATION

I dedicate this paper to my parents, Peter Kenyagah and Victoria Oseko for all the support they have given me. Educating me is the best gift they have ever given me and I'll forever be grateful. May God continue showering them with His blessings.

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ABBREVIATIONS AND ACRONYMS

| | |
|---------------|--|
| NACADA | National Authority for Campaign against Alcohol and Drug Abuse |
| HIV | Human Immuno-Deficiency Virus |
| AIDS | Acquired Immune Deficiency Syndrome |
| THC | Delta-9 tetrahydrocannabinol |
| WHO | World Health Organization |
| UYDEL | Uganda Youth Development Link |
| CDC | Centers for Disease Control |
| NMG | Nation Media Group |
| SG | Standard Group |

ABSTRACT

The purpose of the study was to investigate the priming of drug abuse in print media. The study sought to provide valuable information on the extent to which the print media has given prominence to drug abuse and suggest recommendations to curb the problem of drug abuse. The objectives of the study sought to assess contributions that have been put forward by print media to stop drug and substance abuse, assess the nature of media coverage in terms of number of articles, their size, article type, placement and prominence, point out weaknesses in the media coverage of the various factors associated with increase in drug abuse scourge and find out the main subject focused on in the articles. The research used content analysis and the data was analyzed both qualitatively and quantitatively and it involved the use of tables, bar graphs and pie charts aimed at condensing the data collected. In the study, it was found out that drug abuse has not been given prominence by the print media and this is because most of the articles published were short items and they appeared on the inside page of the newspapers. This means that only a few people read such items. Therefore, the researcher concluded that print media has not given drug abuse prominence. This calls for concerted efforts between key media stakeholders to conduct aggressive campaigns to sensitize the public on drug abuse and its effects. The government should come up with a comprehensive policy on drug abuse. The government should also ensure that teachers are trained on drug abuse so that they can give the students adequate and appropriate information on the same because media is not the only channel that can be used to curb drug abuse. More articles should be published in the newspapers and should be put in the headlines so that the public can know that drug abuse is a serious issue. The researcher suggested that more studies should be conducted on priming of drug abuse.

CHAPTER ONE: INTRODUCTION

1.1. Introduction

Drug abuse is a major issue in Kenya that needs to be dealt with as soon as possible to ensure smooth running of the society. This is so because there are so many issues aired on television about people who are addicted to drugs or drug peddlers. A drug has many definitions and these are some of them, Wilson & Kolander (1997) defines a drug as “any substance that has mind altering properties or in other ways interacts with and modifies the structure and function of the body” (p. 3). On the other hand, Durrant & Thakker (2003) defines a drug as “... any substance, whether natural or artificial in origin, which when taken into the body in sufficient quantities, exerts a non-negligible effect on a person’s perception, cognition, emotion and/or behavior...” (p. 14). The above two definitions recognize the fact that a drug is a substance that alters the normal functioning of the body.

However, drug abuse refers to the excessive use of a drug. Wilson & Kolander (1997) defines drug abuse as “chronic, excessive use of a drug, such that physical or other personal harm is very likely to occur” (p. 3). Consequently, Sussman & Ames (2001) refers to drug abuse as “... a maladaptive pattern of drug use leading to clinically significant impairment or distress, as manifested by one or more of four symptoms or criteria occurring within a 12-month period” (p. 11). Kuzikowski (1993:78) also defines drug abuse as “the non-prescriptive use of psychoactive chemicals to alter the psychological state of individuals, which result in altered functions. Such drugs may destroy the health and productive life of a person”

Sussman & Ames (2001) believes that recurrent drug use may lead to the following: First, failure to fulfill major role obligations at work, school or home. Repeated absences, tardiness, poor performance, suspensions or neglect of duties in major life domains suggest that use has cross over into abuse. Second, recurrent drug use in situations in which it is physically hazardous is a sign of abuse. Operating machinery, driving a car, swimming or even walking in a dangerous area while under the influence indicates drug abuse. Third, recurrent drug related legal problems, such as arrests for disorderly conduct or DUI (driving under the influence) arrests are indicative of abuse and lastly, recurrent use despite having persistent or recurring social or interpersonal problems, caused or exacerbated by the effects of the drug, is indicative of abuse.

Some of the drugs which are abused in most cases include; alcohol, cocaine, heroin, marijuana, inhalants among others. These substances can be taken into the body in several ways namely; oral ingestion (swallowing), inhalation (breathing in) or smoking, injection into the veins (shooting up) and depositing onto the mucosa (moist skin) of the mouth or nose (snorting)

In most cases, people indulge in drug or substance abuse due to many factors. Some of the factors are personal while others are due to external factors. It should, however, be known that for whatever reason one puts him/herself in this situation, the drug being abused do not solve a problem. As a result, media (print and electronic) has been used to create awareness and to educate the public. The print media has come up with informative and educative articles on drugs and substances of abuse which have excited interest. There have been also discussions on the same on television and radio.

Consequently, there are organizations that are trying to come up with solutions to this vice. For example, National Authority for Campaign against Alcohol and Drug Abuse (NACADA), in their website they have stated that “they focus on demand reduction, which involves providing preventive education, public awareness, life skills, treatment, rehabilitation and psycho-social support to the general public. It also contributes towards supply suppression through policy formation” (NACADA, 2002)

However, parents should also take part in preventing substance abuse since they have a lot of influence on early initiation in to the use of alcohol and drug control. Family based prevention policies and programs should enhance family bonding relationships and include: parenting skills, practice in developing, discussing and enforcing family policies on substance abuse, and training in drug education information.

According to a 2010 study by NACADA, eight per cent of 10-14 years olds have used alcohol at least once in their life and about 13 per cent of them have used other drugs or substances such as cigarettes. The same study found that close to 40 per cent of those aged between 15 and 65 years have used alcoholic beverage in their lifetime with huge variations in the types and the rate of consumption across regions, rural-urban residence, age, gender, education level, religion and economic status.

Parents who communicate and are involved with their children at ages 10 and 11 as well as set clear expectations for their children’s behavior, practice good supervision and consistent discipline, and minimize conflict in the family have children who, at ages 11 and 12, are more likely to see alcohol use as harmful. They are also less likely to use alcohol at ages 17 to 18 and the future. Lack of parental support, monitoring,

communication and lack of feeling to close parents have been significantly related to frequency of drinking, heavy drinking, and drunkenness among adolescents.

Harsh, inconsistent discipline and hostility or rejection towards children has been found to significantly predict adolescent drinking and alcohol related problems. Poor parenting skills are associated with early childhood deficits, social skills and self regulation, particularly with regard to aggressive behavior, which result in early minor delinquency and rejection from mainstream peer groups. Rejected children then join deviant peer networks thereby increasing the risk of drinking and other forms of drug and substance abuse.

1.2. Background of the study

Drug and substance abuse is one of the greatest problems in Kenya at present. In fact, it has been classified alongside other major problems such as poverty and HIV/AIDS. The problem which has been aggravated by greater incidences of drug trafficking/peddling seems to permeate all socio-economic strata. However, youths are the most hit by the scourge and if it is not properly taken care of, many lives will be lost and even their future destroyed because many youths will lose a sense of direction because of drug abuse.

According to Gatere (2001), “a drug is abused when not being used necessarily as medicine, legal prohibition defined, the amount used exceeds the socially accepted level” in other words, a drug is abused when it is used for a purpose other than that for which it is prescribed or recommended.

However, people abuse drugs because of a number of reasons and this vary from one person to another. Basically, people use drugs with an aim of altering or enhancing their moods. Depending on the nature of the abuser, drugs satisfy two needs, and they are “the need to self-medicate and feel better, to elevate real or imagined pain and appetite and the other is the desire for pleasure and entertainment” (NACADA, 2002). Consequently, there are also other reasons and situations that drive people to abuse drugs. These include: curiosity, peer group pressure, boredom, adolescence, stress, feeling of well-being, family negligence, false ideas and perceptions, festivities, drug culture (NACADA, 2002)

The scourge has become a great threat to humanity. It not only affects the individual and his/her family but also the community, the nation, and the world as a whole. Drug abuse has a number of effects on the individual abuser and the society at large and these include social, health and economic effects. Some of the effects are: to start with, it leads the abuser to engage in criminal activities to raise money for sustaining the practice. Secondly, drug abusers are detested by other society members and eventually become social misfits. This is because their behaviors become anti- social. Thirdly, affects other family and society members psychologically and may lead to sustained stress. Fourth, the abuse of drugs affect the health of the individual by damaging a number of his/her internal organs like the liver, kidneys, heart, the lungs, reproductive health and their central nervous system. Fifth, increases security risk in a country. Sixth, affects productivity of the abuser which means decline in economic production and finally leads to family neglect resulting in family disintegration as the abuser no longer has interest in the welfare of the family.

This threat that drugs and substance abuse pose to humanity has led to a number of stakeholders to take initiative aimed at combating the drug menace. However, the issue of drug abuse is a complex one. There has been a misconception that only illegal drugs are abused in our society, but this is not the case. There is a wide spread of misuse of both prescribed and non-prescribed drugs and medication. There is also the issue of social drugs such as tobacco that are not outlawed but still pose a great danger to humanity. This is in relation to advertisements that appear in the mass media that glorify drugs. One important point to note is that these social drugs serve as conduits through which other hard drugs are introduced.

1.2.1. The print media and the drug abuse scourge.

Media has become a major source of information and there is a tendency for people to discuss what appears in the media. This clearly points out that media have the ability to influence public opinion and peoples' attitudes and behavior. This is because the public is likely to treat as important issues that are prioritized in media coverage. If print media can cover many article on drug abuse, then the public will take the matter with a lot of importance and will start concentrating on it but when the print media do not cover stories on the same, then the public will ignore matters to do with drug abuse. Since the media has the ability to influence the public, they should do that especially when it comes to drug abuse so that the vice can be stopped.

As NACADA (2002) document points out "the print media has already come up with informative and educative articles on drugs and substances of abuse which have excited interests. Similarly, discussions on drugs and substances have taken place on

television and radio between officers of the media, NACADA and medical professionals”.

1.3. Problem Statement

There exists plenty of literature on how the media has been used to prevent and eliminate drug abuse scourge. Drug abuse being a major hindrance to national development, it is therefore important to stop it completely because, for the nation to move forward, the citizens should be productive. Since it is rampant among the youth who are the leaders of tomorrow, it should be dealt with as soon as possible for a better Kenya.

The increase of drug abuse cases especially hard drugs with its effects on peoples’ health and societal harmony has raised a lot of concern in society. This is because abuse of drugs is threatening to tear society apart. Some of the evils resulting from drug abuse are “high rate of robberies and related crimes, fatal road accidents, rape, unrests, riots, damaging properties, general indiscipline by students in institutions of learning and family disharmony” (NACADA, 2002).

There are many times that the police have come across drugs especially bhang being transported from one place to another and after such stories have been written in the newspapers, there is nobody who is willing to follow up what happened later regarding the drugs. For example, in the Daily Nation, dated Thursday February 13, 2013, there is an article on police seizing bhang worth 10million Kenya shillings along Kisii-Migori highway. It is a short article of only one paragraph and towards the end, Migori police chief Alfred Makoma says “... we will investigate how the drugs

got into the country because all the border points are manned” (P. 39). That is how the story ended because there was nobody who followed up what happened later and this makes it hard to stop illegal things especially drugs from entering the country. In the article, we are neither told what happened to the peddlers nor where the bhang was taken.

The article quoted above is short, has no author for authenticity, it has no pictures and the font title is small and this means a reader who is not keen enough cannot notice the story and for this reason many ignored it. This study therefore seeks to assess whether print media has given prominence to drug abuse. However, if this problem is not dealt with in time, it can lead to problems like poor economic growth since many people will be unproductive because they will be under the influence of drugs.

1.4. Research objectives

This study aims at understanding the role of print media in dealing with this issue of drug abuse and assesses the extent of their contribution to curb this scourge in Kenya.

Therefore, the objectives of the study are:

1. To assess contributions that has been put forward by print media to stop drug and substance abuse.
2. To assess the nature of media coverage in terms of number of articles, their size, article type, placement and prominence.
3. Point out weaknesses in the media coverage of the various factors associated with increase in drug abuse scourge.
4. Find out the main subject focused on in the articles.

1.5. Research questions

This study was guided by the following research questions.

1. Which are the commonly abused drugs?
2. What is the nature of media coverage in terms of the number of articles, their size, article type, placement and prominence?
3. What are the weaknesses in the media coverage of the various factors associated with the increase in drug abuse scourge?
4. Which are the main subjects focused on in the articles?

1.6. Significance/ Justification of the study

Drug abuse being a major threat in our lives, it is important that means and ways be established to stop it especially among the youth mostly in the coastal areas. Print media can be used in sensitizing and educating people on drug abuse. These campaigns against drug abuse can only succeed when the mass media play a central role. This is because as “the frontiers of our society expand daily, mass communication channels have become the only means by which information can be effectively disseminated to a mass audience” (Okolo, 1994). Consequently, Nassanga (2000) also point out that “as more people are joining the formal working sector, there is less time for interpersonal and group communication. Increasingly, people are relying more on media as a source of information for what is happening in their immediate environment and the world at large.” Therefore, this study will determine the extent to which print media has primed drug abuse.

1.7. Scope and Limitation

This study will focus on the period from 1st January, 2013 to 30th June, 2013. This time will be long enough to monitor the content of the newspapers with the view to establish trends on how print media tackle drug abuse and arriving at a general conclusion. However, in as much as the period stated will be able to show the output through which print media have portrayed drug abuse, a research extended to next year would have been more appropriate. This is because many articles on the same could have been written and to this extent, this is a limitation on timeframe.

CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1. Introduction

This section documents a review of literature, which is related to this study. The review documents the issues of priming of drug abuse in print media. Wiersman (1985) defines literature review as “the body of research information related to the research problem”

2.2. Knowledge on drug abuse

Drugs and substances which are prevalently used by the youth in Kenya include alcohol, bhang, tobacco, cocaine and miraa. (Odek-Ogunde, Lore and Owiti, 2004). There are also additional drugs which are used by the youth and they include: shisha, kuber or khaini, tranquillizers and stimulants.

2.2.1 Alcohol

It is a type of depressant and it is the most widely and heavily used drugs and does more overall harm than any other drug. On the other hand, its moderate use enhances some people’s quality of living, marks special events such as weddings and graduations, plays a prominent role in religious traditions and brings pleasure and relaxation to lives beset with boredom and anxiety. This contrast is the great paradox of alcohol education. There are three types of alcohol namely; beer, wine and distilled spirits.

Abuse of alcohol can result to complications in the liver, heart disease and pancreatitis. Apart from these complications, there are other devastating effects of

alcohol abuse and these include impaired judgment and reaction time which has led to many road accidents. The other effect that is not much talked about but worries doctors nevertheless is the relationship between alcohol use and HIV infection.

In 2010, the NACADA carried a survey to establish perceived link between alcohol use and HIV infection in Nairobi. The study also sought to establish the relationship between alcohol use and the number of sexual partners users have. The study conducted in Kasarani, Embakasi and Njiru in Nairobi comprising 479 respondents; found that alcohol abusers were more likely to perform sexual acts with persons other than their regular partners. They are known to have multiple sexual partners, with men topping the list of risk takers. Among 14 individuals who were reported to having non-consensual or forced sex, 12 were men and two were women.

“Out of individuals classified as alcohol abusers, nine reported that they had had non-consensual sex in the previous three months, with three of these nine reporting not having used a condom or some other form of protection” the study notes. It found that 7.1 per cent of the respondents said they had failed to use a condom because they were drunk. The NACADA report concludes that alcohol use predisposes individuals to risky sexual behavior. The study also found that the respondents who were Human Immuno-Deficiency Virus (HIV) positive reported a failure to adhere to anti-retroviral treatment because of their drunken state. This shows that if consumption of alcohol is not dealt with properly, then there is a likelihood that the number of HIV cases will continue rising.

2.2.2 Tobacco

According to Wilson & Kolander (1997), in spite of the tobacco industry's objections, tobacco certainly meets the requirements of being labeled a drug. It contains numerous chemical substances that alter many internal functions, including brain activity. One of the chemicals, nicotine, is powerfully addictive. With sufficient exposure, tobacco has devastating effects on health. It is also closely associated with use of other drugs, such as alcohol and marijuana" (p. 35)

Smoking is one of the social habits that is highly associated with cancer, yet still highly practiced by youth and the elderly. Tobacco is more destructive than constructive, whether smoked, sniffed or chewed. Below are some of the consequences of smoking in the mouth: to begin with, smokers breathe: Chronic use of tobacco and smoking causes "smokers breathe" which is a bad breath that is not relieved even by brushing teeth or using breath fresheners. Secondly, tooth staining: Smokers will have black extrinsic stains that are usually on the surface of the teeth. In addition to that, chronic use of tobacco leads to nicotine stains on the teeth that absorbs into the tooth structure making it yellow to brown. Thirdly, gum disease: Research has shown that smokers are four times more likely to have gum disease than non smokers due to the reduced body immunity. Fourth, periodontal disease: This is a severe form of gum disease where the bone supporting the teeth is also destroyed making the teeth mobile or even losing them. Smoking increases the risk of this disease.

Fifth, delayed healing: Healing mechanism in smokers is delayed due to the reduced immunity. Therefore, it will take longer to heal after tooth extractions, minor

surgeries, periodontal treatment and even ulcers. This then increases chances for secondary bacterial infection on the wounds. Sixth, failure of implants: The delayed healing in smokers leads to increased rate of failure of dental implants. In some cases, implants are contraindicated in chronic smokers. Seventh, loss of taste sensation: Overtime use of tobacco destroys the taste buds in the mouth. Eventually, there is decreased or loss of taste sensation. Eighth, black hairy tongue: These are black growths on the tongue giving it a hairy appearance. The tongue changes color to brown, yellow or black. Ninth, leukoplakia: These are white to grayish patches, which can vary in size. They can either be smooth or wrinkled or wart like in nature on the surface of the tongue, lip or mouth. Leukoplakia is highly associated with cancerous risk with time and lastly, oral and throat cancers: Tobacco is highly carcinogenic and the main cause of oral and throat cancers.

2.2.3 Inhalants

Inhalants are ordinary household products that are inhaled or sniffed mainly by children to get high. It includes a wide variety of volatile chemicals such as airplane glue, paint, gasoline, nail polish remover, correction fluid and nitrates. Due to chemical technology, there is no end to the list of inhalable substances with mind-altering properties. This form of drug abuse is impossible to prohibit by supply-side interventions because the inhalable drugs are found in every home, school store, church and work place.

These products are sniffed, snorted or inhaled and they give an experience similar to alcohol seconds after inhalation. Such effects may include: slurred speech, inability to coordinate movements, dizziness, confusion and delirium, nausea and vomiting are

other common side effects. Users may experience light headedness, hallucinations and delusions. However, long term use can lead to mild withdrawal syndrome. Other symptoms for long term abusers include: weight loss, muscle weakness, disorientation, inattentiveness, lack of coordination, irritability and depression and intoxication lasts only a few minutes hence abusers keep inhaling for a long time and this can lead to loss of consciousness and even death.

2.2.4 Stimulants

It is common to group together a number of drugs that excite or facilitate consciousness and heightened nervous system activity. These so called stimulants include caffeine, nicotine, amphetamines, cocaine and some of the designer drugs. The most commonly abused stimulant is;

2.2.4.1 Cocaine

It is a drug extracted from the leaves of the coca plant. It is a potent brain stimulant and one of the most powerfully addictive drugs available. Cocaine can be snorted, dissolved in water, injected or smoked. It is a strong central nervous system stimulant that increases levels of dopamine, a brain chemical associated with pleasure and movement, in the brain's reward circuit. Certain brain cells use dopamine to communicate.

Cocaine acts by preventing the dopamine from being recycled, causing excessive amounts of the neurotransmitter to build up. This amplifies the message to the receiving neuron and response thereof, ultimately disturbing normal communication. It is this excess of dopamine that is responsible for cocaine's euphoric effects. With

repeated use, cocaine can cause long term changes in the brain's reward system and other brain systems, eventually lead to addiction. Cocaine has the following effects: dilated pupils, increased temperature, increased heart rate, increased blood pressure, insomnia (inability to sleep), loss of appetite, feelings of restlessness and irritability and anxiety

Cocaine's effects are short lived and once the drug leaves the brain, the user experiences a "coke crash" that includes depression, irritability and fatigue. According to the latest data by NACADA, the prevalence rate of cocaine use in the country is 0.4 per cent. Mombasa leads at 0.2 per cent followed by Nairobi, 0.09 per cent then Kisumu. Global cocaine use has remained stable at 0.3 to 0.4 per cent of the population aged 15 to 64. There have also been some shifts in its use with a substantial decrease in the prevalence of cocaine use in North America and in some countries in South America. However, incidence of cocaine use is reported in Oceania, Asia, Africa and some countries in South America. In 2010, the regions with a high prevalence of cocaine use remained North America (1.6 per cent), Western and Central Europe (1.3 per cent) and Oceania (1.5 to 1.9 per cent)

As (Muyambo 1996:1) puts it, "Drugs properly administered have been a societal medical blessing. Unfortunately, certain drugs produce enticing side effects. For example, euphoria, a sense of feeling good, elation, serenity and power. What began as a measure of relaxation evolved in time to a problem dependence and abuse"

2.2.5 Tranquillizers

While the abuse of tranquillizers is not as wide spread as that of pain relievers, however, several health institutions have recorded cases of tranquillizer abuse. Drug that fall into this general category are benzodiazepines, sedatives like barbiturates and sleep aids. Others that come as sleep aids include ambient, lunesta, piriton and sonata. Anti- psychotics like Risperdal that have a very heavy sedating effect are not included in this category.

Abusers may find that lives seems more tolerable when they experience this artificial and addictive calming of their stress. Because tranquillizers are depressants, they can slow down activity in the central nervous system of the body. These drugs are also called “downers” because they seem to give feelings of relaxation. Like a person using alcohol, speech may be slurred. They may be unable to focus or concentrate well and be dizzy at times. Particularly with the benzodiazepines, there may be lapses of memory and a lowering of inhibitions.

Addiction to these drugs results in tolerance, meaning that more of the drug is needed to get the same effect as before. They are readily available as prescription drugs to relieve stress and anger, although drowsiness is often a side effect. The “relaxation” felt from these drugs is not a healthy feeling for the body to experience, to stop abuse of this drug, drug treatment is suggested. If a person using these drugs goes to sleep, their breathing may be slowed. This is a possible cause of death, especially when the person also consumes alcohol or any other drug that suppresses respiratory function.

2.2.6 Bhang (Marijuana)

According to NACADA, marijuana is the most commonly used illicit drug in Kenya, especially in informal settlements. When smoked, it begins to affect users almost immediately and can last for one to three hours. A NACADA 2012 national survey on drug abuse indicates that one per cent of Kenyans have used or still use bhang.

2.2.6.1 Effects on the brain

The active ingredient in marijuana, delta-9 tetrahydrocannabinol or THC, acts on nerve cells and influences their activity. When high doses of marijuana are used, usually when eaten in food rather than smoked, users can experience the following symptoms: impaired memory, hallucinations, disorientation, delusions, low inhibition, loss of judgment and mental and physical lethargy

Bhang affects the perception of time, distance and speed. It upsets coordination, causing unsteady hands, a change in gait, uncontrolled laughter, and a lag between thought and facial expressions. Sexual functions are also disturbed. Heavy use over a long period of time cause permanent changes in the brain. It has been found, for instance, that the brains of young heavy users of cannabis reduce in size. The loss in brain substance is comparable to that normally found in people 70 to 90 years old. Progressive brain damage may explain the behavior changes that occur after heavy long term use.

2.2.6.2 Effects on the heart

Within a few minutes after smoking marijuana, the heart begins to beat more rapidly and the blood pressure drops. Marijuana can cause the heartbeat to increase by 20 to

50 beats per minute, and can increase even more if other drugs are used at the same time. Because of the lower blood pressure and higher heart rate, researchers found that a user's risk of a heart attack is four times higher within the first hour after smoking marijuana compared to the general risk of heart attack when not smoking. Marijuana contains more carcinogenic hydrocarbons than tobacco smoke.

2.2.7 Miraa (Khat)

Khat commonly referred to as miraa is a well reorganized cash crop dotting several landscapes in East Africa highlands. It is found in Ethiopia, Tanzania and Kenya and it is known in some circles as mairungi, gomba, veve, halwa or handas. Locally, this crop is a source of livelihood for many and could easily pass as the green gold of Meru farmers. However, in 1980, the World Health Organization (WHO) classified miraa as a drug of abuse, capable of producing mild to moderate psychological dependence, although less than tobacco or alcohol.

Miraa chewing comes with a trail of destruction in the bodies of those whose mouth it touches. The crop-scientifically named *Catha edulis*- is majorly consumed for the stimulant effect produced by the two common and active ingredients found in its young shoots: Cathionine and Cathine. These active principles are related to amphetamines, and cause stimulation, clarity of thought and euphoria. Many cite that it keeps them awake for long hours. But that's as far as the drug goes in appeasing the human soul; what is likely to follow is a gradual and steady decline of a person's health status. Miraa causes increase in blood pressure, palpitation, body temperature and rate of respiration. All these have been determined by scientists to cause impairment of the body's metabolism.

Heavy use can result in certain types of psychosis, physical and mental illnesses. Among female users, especially expectant mothers, miraa poses added health risks to the unborn- including lower average birth weight and also an increased chance of deformities. It also lowers libido and at times complete loss of sexual potency in men. Other ailments resulting from khat use are: ulceration of mouth especially the gums, various dental problems, inflammation of the gullet, inflammation of the stomach and severe dehydration and constipation

2.2.7.1 Socio-economic consequences of miraa

The following are some of the socio-economic effects of miraa. To begin with, financial losses: to the users, a lot of funds are used for its purchase. Addicts have to sacrifice a lot of finances. Secondly, family problems: the person becomes addicted, men neglect their wives' sexual needs, loneliness and frustration set in, then follows incessant fights. Thirdly, loss of productivity at work: the users spend more time chewing the substance, consequently wasting time that could be used productively and mental depression: these are parts of the withdrawal symptoms.

2.2.8 Kuber or Khaini

Kuber also known as khaini is a smokeless chewing tobacco popular at the Coast and Northern Kenya. Kuber contains up to 25 per cent nicotine and is sometimes used in place of cigarettes. It is packaged and sold as a mouth freshener by shop owners, giving it harmless representation and making it accessible even to children.

A recent research by NACADA, shows that 1.6 per cent of Kenyans aged 15 to 65 have used kuber. The Coast region leads with 3.1 per cent followed by Nairobi at 2.3

per cent, North Eastern at 2.2 per cent, Nyanza at 2.1 per cent, Rift Valley at 1.4 percent, Eastern at 1.3 per cent, Western at 1.1 per cent and finally Central at 0.8 per cent. “Results of a research conducted by Uganda Youth Development Link (UYDEL) in 2011, revealed kuber also contain drugs like cocaine and marijuana, which may lead to hormonal change, impaired brain development, mental health disorders and heart problems.” (The Standard, 8th February)

Health studies show kuber contains 28 cancer causing agents and its user takes in three to four times more nicotine than the cigarette smoker. It also contains cannabido and delta 9-tetra cannabidol (THC); which are the primary ingredients in Indian kemp (marijuana). As a result of these findings, kuber has been banished from neighboring countries such as Malawi and Tanzania. The short term effects of kuber are; delusion, hallucinations and lowered inhibitions. The side effects are; dizziness, headaches, drowsiness, weak teeth and gum bleeding. It also has long term effects which include: discoloration of teeth, holes on the gum line, cervical cancer, infertility and mouth and throat cancer

Kuber is considered highly addictive and can be more harmful than cigarette smoking. Users absorb nicotine through mouth tissues directly into the blood, where it goes to the brain. Even after spitting it out, the nicotine continues to be absorbed into the blood stream causing it to stay longer in the blood than for smokers.

2.2.9 Shisha

Shisha smoking is emerging as one of the most abused drug among the Kenyan urban youth. It has spurred concerns among medical experts who now say that a single

shisha session is equivalent to 200 cigarettes, hence posing major health risks to smokers. It is said to have originated from India and it is a glass-bottomed water pipe in which fruit flavored tobacco is covered with foil and roasted in charcoal. The aromatic tobacco smoke, which passes through a water chamber, is inhaled.

2.2.9.1 Effects

The common belief is that the water filters nicotine, when in actual fact smoke and water are not soluble. According to Centers for Disease Control (CDC), shisha smoking carries many of the same health risks as cigarettes. Water pipe smoking delivers the addictive drug nicotine and is at least as toxic as cigarette smoke. Due to the mode of smoking-including frequency of puffing, depth of inhalation and length of the smoking session- shisha smokers may absorb higher concentrations of the toxins found in cigarette smoke. An hour long shisha smoking session involves inhaling 100-200 times the volume of smoke inhaled from a single cigarette. Shisha smokers are at high risk for same kinds of diseases as those caused by cigarette smoking including oral cancer, lung, stomach and esophagus cancers, as well as reduced lung functioning and decreased fertility. Shisha is one of the most abused drugs especially within personalities in music and broadcast industries who are easily swayed by the unfounded thoughts that shisha helps make their voice admirably melodious to their listener or viewers.

2.3 Drug processing

There are four steps of drug processing, and these drugs also may have various effects on each other when used together. First, administration refers to how efficiently the drug moves throughout the body (for example, ingestion, inhalation, injection or

absorption). Most classes of drugs are used through several alternative methods. For example, marijuana may be smoked or swallowed while methamphetamine may be swallowed or injected. On the other hand, heroin may be sniffed, smoked or injected. Second, distribution refers to how efficiently the drug moves throughout the body (which is influenced by the size of the drug molecules and solubility-protein, water, fat-bound among other factors)

Third, action refers to the means of effects. All drugs of abuse 'feel good' in different ways (for example, the user may feel more alert or relaxed or expanded). Fourth, elimination refers to breakdown and excretion of drugs from the body. Drugs are excreted in time through sweating, trips to the lavatory and sometimes by vomiting. Drugs have measurable and differential distribution and elimination half-lives (that is the amount of time it takes for half of the drug to reach sites of action and be eliminated from the body)

2.4 The concept of print media effect

The growth of print media in almost all major parts of the world was bound to create across the board changes in the life of people for it was after centuries that people were exposed to secular ideas and the grip of the church in most parts of Europe and America in manipulating social life started losing ground. Since the change in communication occurred at a time when industrial revolution also brought about changes of thought process, the role of media triggered a bigger than expected changes in the social life of the masses. The following are some of the areas where print media brought a lot of changes.

To start with, the growth of print media led to development of language in that due to distance and literature getting into limited hands, the printing of books and letters in high numbers standardized the languages and make them an effective tool of communication by setting certain meanings of words, phrases, symbols and signs. It was due to print impression that some of the signs got international recognition.

Secondly, economic ideas also developed due to breaking down of church's control over written communication, and involving more people in the print communication by the early newspapers and periodicals, money generated methods and increasing trade became common topics. The growth of economies due to understanding of monetary and fiscal matters by more people further weaken the forces of religion in the west and the society continued to bend towards a material world.

Thirdly, there was growth of education. Print media is responsible for running educational campaigns for ordinary people. Not only pieces of information or news are conveyed to readers, experts from almost all the major fields of life namely, medicine, environment, education, economists and religious scholars write in print media and this is an enormous thing to be done by the media. The fourth area that experienced change is politics. The sharing of political ideas grew in size to the extent that in many countries a revolution against the dictatorial governments and monarchs took place. The setting up of parliaments and reports of deliberations from inside the parliament has always been an interest to common people. Till today, most politics are done through media which is regarded as the fourth pillar of democracy.

Lastly, there was also a change in knowledge of science and technology. The newspapers and manuals proved a great success in highlighting the work of scientists and new ideas on technologies. Spreading the science ideas across the European continent, the print media worked as a catalyst to gear up the industrialization which was based on the new technologies worked out during the 18th centuries. The intervention of steam engines in return gave boost on the print media by spreading the printed words to far flung areas and thus encouraging people from the small towns to participate in debates on science ideas and cause a great thrust in the growth of industries.

2.5 Media coverage of drug issues in Kenya

Even though the problem of drugs is a major concern in Kenya, information available on the coverage of drug related issues reveals that coverage in terms of volume and quality is inadequate. For example, Owuor and Nyameino (2000) in their study on the coverage of drug related issues by the print media found out that the print media does not “come out strongly against and do not attach higher value for drug stories”

Other findings in their study include: to start with, the print media do not prioritize their education role in society as far as drug abuse is concerned. Secondly, the print media have not taken their own initiative to campaign against drug abuse besides highlighting government and other stakeholders’ efforts against drug abuse. Thirdly, most of the articles appeared as briefs and were abstract lacking interpretation or human interest angle. Fourth, the newspapers were unperturbed by the increasing incidences of drug trafficking and abuse in the country. Fifth, print media by reporting the values of drugs impounded by officers were indirectly encouraging drug

trafficking as people are likely to consider it as quick way to riches. Lastly, drug stories were associated with provincial news roundups which are usually short pieces and lacking detail.

Otiende and Kahuthu (2002) content analyzed the coverage of drugs related issues by daily leading newspapers, Daily Nation and The East African Standard. They found that the newspapers assigned low level of prominence to drug related issues. They also found out that despite the efforts made to combat the drug problem, the media have not taken their own initiative in the campaign against drug abuse. Another important finding that came out of their study was that there were no follow up stories to display the consequences of the action they had reported.

The research technique employed in the two studies was content analysis. One of the strong recommendations in the two studies was that follow up studies be done to determine whether the nature of reporting of drug issues has changed. In conclusion, this study has evaluated the information that the media is giving to the public on drug abuse. The findings will be used to design media campaigns that can be used to stop the spread of drug abuse. The two studies only did a content analysis on the two leading daily newspapers but this study has gone as far as interviewing the editors to find out whether they think they are doing their best as far as drug abuse is concerned.

2.6 Theoretical Framework

This research will be based on two theories: the agenda setting and priming theories of media. According to McQuail (2005), “agenda setting theory is a process of media influence (intended or unintended) by which the relative importance of news events,

issues or personages in the public mind is affected by the order of presentation (or relative salience) in news reports...” (P.548). Miller (1959) on the other hand, believes that “the broad scope definition of agenda setting involves the consideration of three related agendas: the media agenda, the public agenda and the policy agenda. Each of these agenda will consist of topics that are considered important. The media agenda is the set of topics addressed by media sources (e.g. newspapers, television, and radio). The public agenda is the set of topics that members of the public believe is important. Finally, the policy agenda represents issues that decision makers (e.g. legislators and those who influence the legislative process) believe are particularly salient...” (P. 270&271)

The concept or theory of agenda setting posits that the audience subconsciously becomes more interested in those issues given prominence by the media. For example, if headlines of newspapers highlight talks about drug abuse, then this issue is likely to be seen as important news item hence the audience will concentrate on it.

Priming theory on the other hand is defined by McQuail (2005) as “the activity of the media in proposing the values and standards by which objects of media attention can be judged...” (P.564). However, Miller (2005) refers to priming as “the effects of a particular, prior context on retrieval and interpretation of information. The media’s content will provide a lot of time and space to certain issues, making these issues more accessible and vivid in the public’s mind.”

Priming tells the audience whether the news item is good or bad and also whether it is communicated effectively. For example, if a news item is very important, it will

always be given much attention like being placed on the first page, it is given a lot of space and the pictures can be printed in different colors. This will attract the attention of the audience (reader). If media portrays this issue of drug abuse as bad, then that is how the audience will receive the news and for this reason we find in most cases media influences negatively or positively how the audiences perceive things.

2.7 Summary

Drug abuse is a problem in many families and the country as a whole. Drugs and substances which are commonly abused by the youth in Kenya include alcohol, bhang, tobacco, cocaine and miraa. There are also additional drugs which are used by the youth and they include: shisha, kuber or khaini, tranquillizers and stimulants.

Other people who did a study on the coverage of drug related issues by the print media are Owuor and Nyameino (2000) and Otiende and Kahuthu (2002). The two studies did a content analysis on the two leading daily newspapers and this study has done the same but acts as a follow up to confirm if the trend of media coverage on drug related issues have changed.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter consists of methodology used to carry out the study. It was subdivided into research design, sample size and sampling procedures, data collection and data analysis procedures.

3.2 Research Design

The study was conducted using a causal-comparative design. This research design attempts to explore cause and effect relationship where causes already exist and cannot be manipulated. It uses what already exists and looks backward to explain why. At least two different groups are compared on a dependent variable or measure of performance (called the effect) because the independent variable (called the cause) has already occurred or cannot be manipulated. It seeks to find the relationships between independent and dependent variables after an action or event has already occurred.

This design was appropriate for the study because the study involved comparing two groups. The researcher wanted to know if the groups have given prominence to drug abuse since it is a major problem in the country. The researcher did this by establishing the nature of media coverage in terms of number of articles, their size, article type, and placement.

3.3 The Sample Size and Sampling Procedure

It refers to the process of selecting units for example people or organizations from a population of interest so that by studying the sample we may fairly generalize our

results back to the population from which they were chosen. Mwiria and Wamahiu (1995) suggests that for most research it is not necessary or even advisable to use all of the subjects in the population of study. Sample is used in order to make estimate of the characteristic being investigated within the entire population. In this study, the sampling unit was the newspaper which was to be assessed for any important information. Purposive sampling was used to select two leading newspapers because they are the major newspapers which are widely read in Kenya and they are the Daily Nation and the Standard newspaper. The study was carried out in a duration of six months, from January 2013 to June 2013.

The procedure used by the researcher while collecting data was counting all the articles on drug abuse and recording the outcome. The size of the article was also assessed and any article which covered half a page was considered as a good article and any article which was less than a half a page was not considered as good. The type of the article was also looked at, for example, whether the article was simply an advertisement, news, letters to the editor, cartoon, feature or an article in the sports section. Placement and prominence of the article published was also assessed in that the researcher checked where the articles published were placed. For example, if it appeared in the headlines, in the middle of the page or at the back of the newspaper. If they had a big font and whether it was colored or in black and white.

3.4 Processing and analysis of results

After the data collection from content analysis, the researcher conducted data cleaning which involved identification of useful materials. The data was analyzed qualitatively and quantitatively by looking at the presentation of drug abuse issues in the two types

of newspapers and this part determined whether the articles written in the newspapers are news items, features, advert/photos, cartoon, sports, or letters to the editor, secondly, the type and number of coverage by the two types of newspapers. This part determined the number of times or frequency of an article. For example, if an article is a feature, how many times have drug abuse articles been written as a feature and not as an advert or news item among others, thirdly, placement of drug abuse issues in the two types of newspapers. For example, does the article appear on the headline, inside page, as a short item or at the back page and lastly the newspaper which published the most and the least number of drug abuse issues.

CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction

This chapter presents and discusses the findings of the study. The study was to investigate the priming of drug abuse in print media. The analysis of data collected and its interpretation was in relation to the objectives and research questions of the study. The researcher was guided by the following research questions: which are the commonly abused drugs, what is the nature of media coverage in terms of the number of articles, their size, article type, placement and prominence, what are the weaknesses in the media coverage of the various factors associated with the increase in drug scourge and which are the main subjects focused on in the articles

The data was analyzed qualitatively and quantitatively. There were a total of 128 articles published in six months in the two types of newspapers. The standard had 72 articles which is equivalent to 56.25% while the nation newspaper had 56 articles which is equivalent to 43.75%.

4.2 Findings of the study

4.2.1 Content analysis

Presentation of drug abuse issues in the two types of newspapers

Table 4.1: Presentation of drug abuse issues in January 2013

| | Daily Nation | Standard |
|-------------------|--------------------|--------------------|
| | Number of articles | Number of articles |
| News | 3 | 8 |
| Feature | 0 | 0 |
| Advert/photo | 1 | 0 |
| Letters to editor | 0 | 0 |
| Cartoon | 0 | 0 |
| Sports | 0 | 0 |
| Total | 4=3.125% | 8=6.25% |

In this month, the articles published were very few as compared to other months and the areas covered were only news and advert/photo. In the daily nation, the two areas were covered while in the standard, articles covered were on news and nothing else.

There were no articles on sports and on cartoons in this month. The ones covered on news were short and did not give a lot of details. In total, the standard newspapers published many articles on drug abuse as compared to the daily nation newspaper. It is very discouraging to note that in the whole month, there were only 12 articles published on drug abuse by the two leading newspapers.

Table 4.2: Presentation of drug abuse issues in February 2013

| | Daily Nation | Standard |
|-------------------|--------------------|--------------------|
| | Number of articles | Number of articles |
| News | 4 | 5 |
| Feature | 0 | 1 |
| Advert/photo | 2 | 5 |
| Letters to editor | 0 | 1 |
| Cartoon | 0 | 0 |
| Sports | 0 | 0 |
| Total | 6=4.6875% | 12=9.375% |

In February, the articles covered on the two newspapers were on news and advert/photo except for two articles covered by the standard newspaper as a letter to the editor and feature. In this case too there was no article on sports and cartoon.

However, there was a slight increase on the number of articles covered in February as compared to the month of January. In this month, the standard also had the highest number of publications as compared to the daily nation newspaper. There were 18 articles covered in the whole month of February.

Table 4.3: Presentation of drug abuse issues in March 2013

| | Daily Nation | Standard |
|-------------------|--------------------|--------------------|
| | Number of articles | Number of articles |
| News | 2 | 4 |
| Feature | 0 | 0 |
| Advert/photo | 4 | 3 |
| Letters to editor | 1 | 2 |
| Cartoon | 0 | 0 |
| Sports | 0 | 0 |
| Total | 7=5.469% | 9=7.031% |

In this month, the articles covered in both newspapers were on news, advert/photo and letters to the editor. However, there was a decrease in the number of articles published in March as Compared to February especially in the standard newspaper. As usual, the standard newspaper had more articles even though the daily nation newspaper had increased by one article. There were a total of 16 articles covered in this month.

Table 4.4: Presentation of drug abuse issues in April 2013

| | Daily Nation | Standard |
|-------------------|--------------------|--------------------|
| | Number of articles | Number of articles |
| News | 4 | 6 |
| Feature | 0 | 0 |
| Advert/photo | 7 | 8 |
| Letters to editor | 0 | 0 |
| Cartoon | 0 | 0 |
| Sports | 0 | 0 |
| Total | 11=8.594% | 14=10.9375% |

The articles published on drug abuse in this month were on news and photo/advert. The remaining areas were not covered even though there is an increase in the number of articles covered as compared to the first three months. In this month of April, the standard newspaper was still in the lead with 14 articles while the daily nation followed closely with 11 articles. The total number of articles published this month on drug abuse were 25. In both newspapers, articles covered as advertisements were more than those covered as news items.

Table 4.5: Presentation of drug abuse issues in May 2013

| | Daily Nation | Standard |
|-------------------|--------------------|--------------------|
| | Number of articles | Number of articles |
| News | 8 | 5 |
| Feature | 0 | 1 |
| Advert/photo | 6 | 8 |
| Letters to editor | 0 | 0 |
| Cartoon | 0 | 0 |
| Sports | 0 | 0 |
| Total | 14=10.9375% | 14=10.9375% |

In May, the articles covered on drug abuse were adverts/photo or news items with only one article covered as a feature. In this month too, there was no article on sports and cartoon and this is the same with the other months shown above. The daily nation

had an increase of three articles covered in this month as compared to April while the standard remained constant. In this month, there was a tie of the articles covered by the two newspapers. There was a total of 28 articles published this month.

Table 4.6: Presentation of drug abuse issues in June 2013

| | Daily Nation | Standard |
|-------------------|--------------------|--------------------|
| | Number of articles | Number of articles |
| News | 7 | 8 |
| Feature | 0 | 2 |
| Advert/photo | 4 | 4 |
| Letters to editor | 3 | 1 |
| Cartoon | 0 | 0 |
| Sports | 0 | 0 |
| Total | 14=10.9375% | 15=11.71875% |

This month had the highest number of articles published in both newspapers as compared to the other months. However, there were no articles on sports and cartoon. The standard had 15 articles while the daily nation had 14 articles. There was a slight increase of the total number of articles covered, from 28 to 29 articles.

In summary, you find that there were very few articles on drug abuse covered between January and March 2013 as compared to between April and June the same year. This is probably because the first three months there was a lot of politics going around since it was an election year and for this reason politics was given more prominence as compared to other stories. Consequently, there was no article covered

on cartoon and sports, not even a single article on the two types of newspapers. The month with the highest number of articles is June with a total of 29 articles.

4.2.2 Type and number of coverage by the two types of newspapers

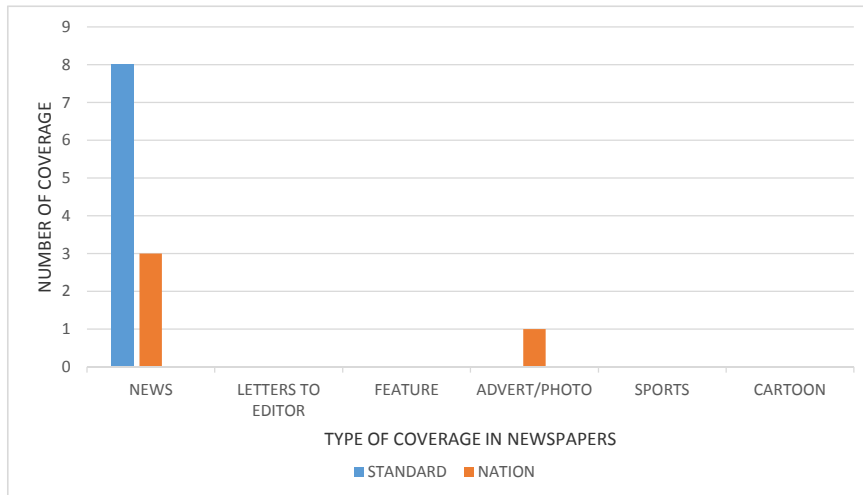


Figure 4.1: Type and number of coverage by the two types of newspapers in January 2013

In January, drugs abuse issues were covered as news and advert/photo only. The standard newspaper had eight articles while the daily nation only had three articles on news for this month. However, the daily nation had one advert/photo while the standard had no article as an advert/photo. This graph also shows that apart from news and advert/photo, there were no other types of articles covered either for the daily nation or the standard newspaper.

This implies that, the most frequent types of coverage in the two leading newspapers in Kenya are news and advert/photo. This shows that any article that was published in January on drug abuse was either a news item or and advert/photo.

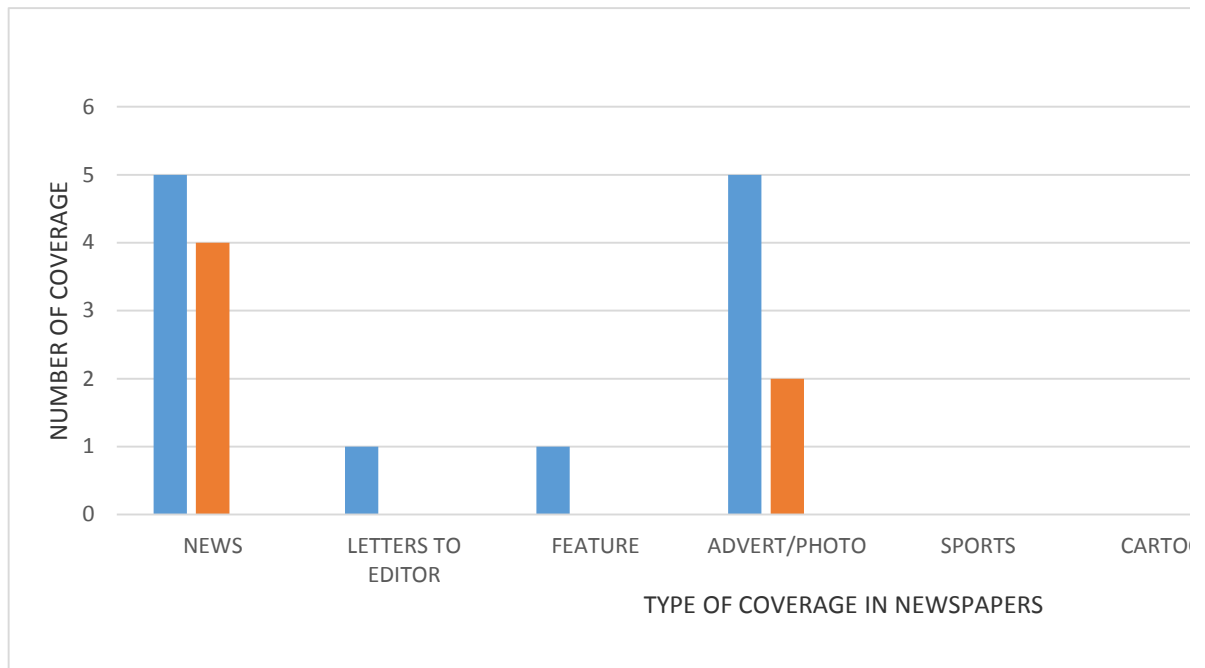


Figure 4.2: Type and number of coverage by the two types of newspapers in February 2013

In February, there were four types of articles covered namely news, letters to editor, feature and an advert/photo unlike in January where there was only news and advert/photo. The standard newspaper had the four areas covered while the daily nation only had news and advert/photo. In this month, there was a fair distribution of the articles covered but there was no article on sports or cartoon just as there was none in the month of January.

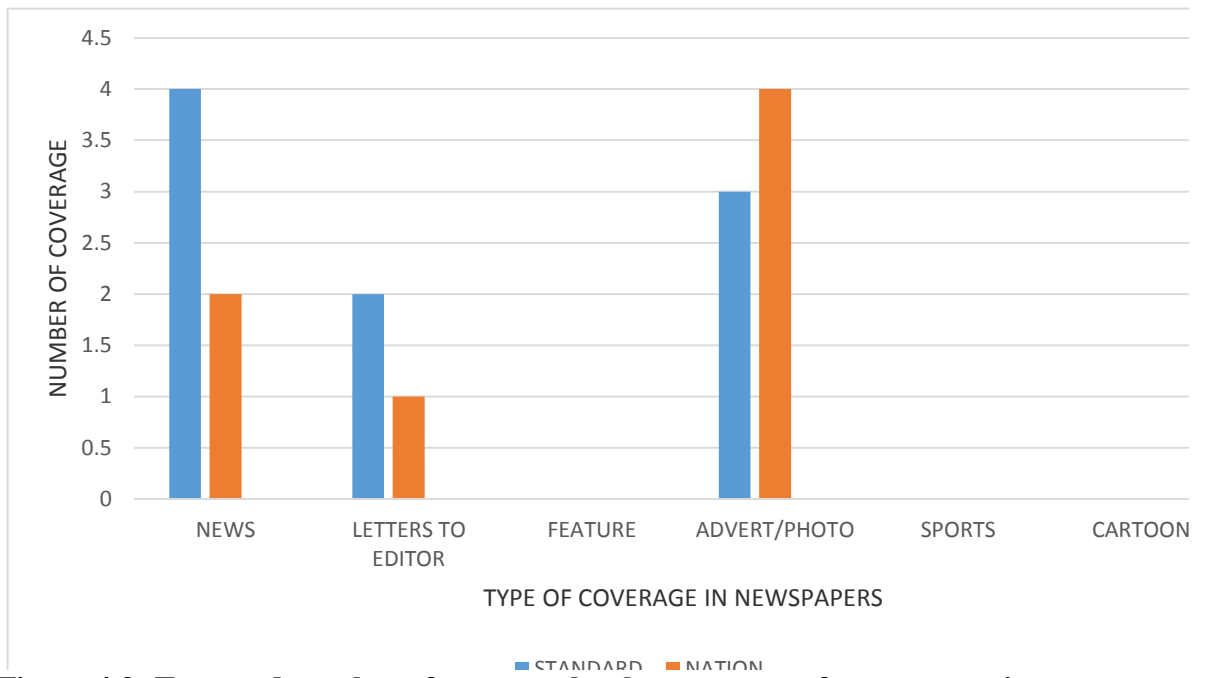


Figure 4.3: Type and number of coverage by the two types of newspapers in March 2013

In March, there are three types of coverage and the standard newspaper is leading in the articles covered on news and letters to editor while the daily nation newspaper has a lead on adverts/ photos. However, there were no articles on drug abuse covered in the two leading newspapers as a feature, on sports or cartoon.

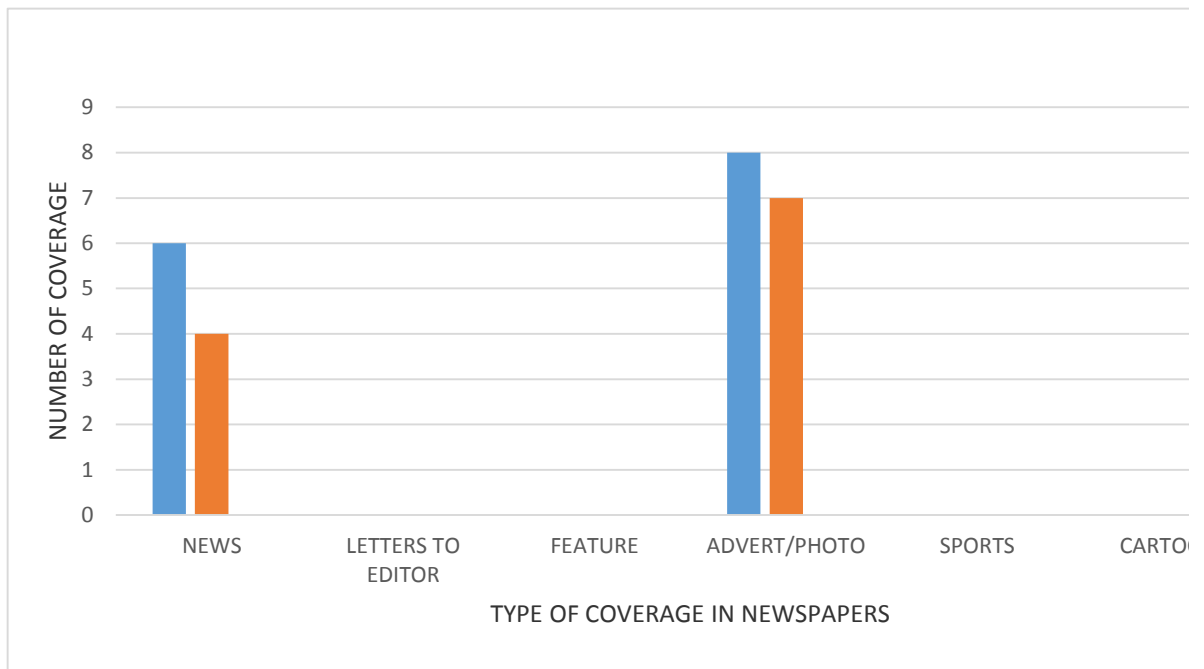


Figure 4.4: Type and number of coverage by the two types of newspapers in April 2013

In this month of April, the articles on drug abuse were covered as either news articles or advert/photo. In this month too, the standard has a lead on the number of articles covered. Even though that is the case, the standard newspaper is leading the daily nation with a small margin. For example in advert/photo, the standard had eight number of articles for this month while the daily nation had seven and that is not a very big difference. There were no articles as letters to the editor, feature, sports and cartoons.

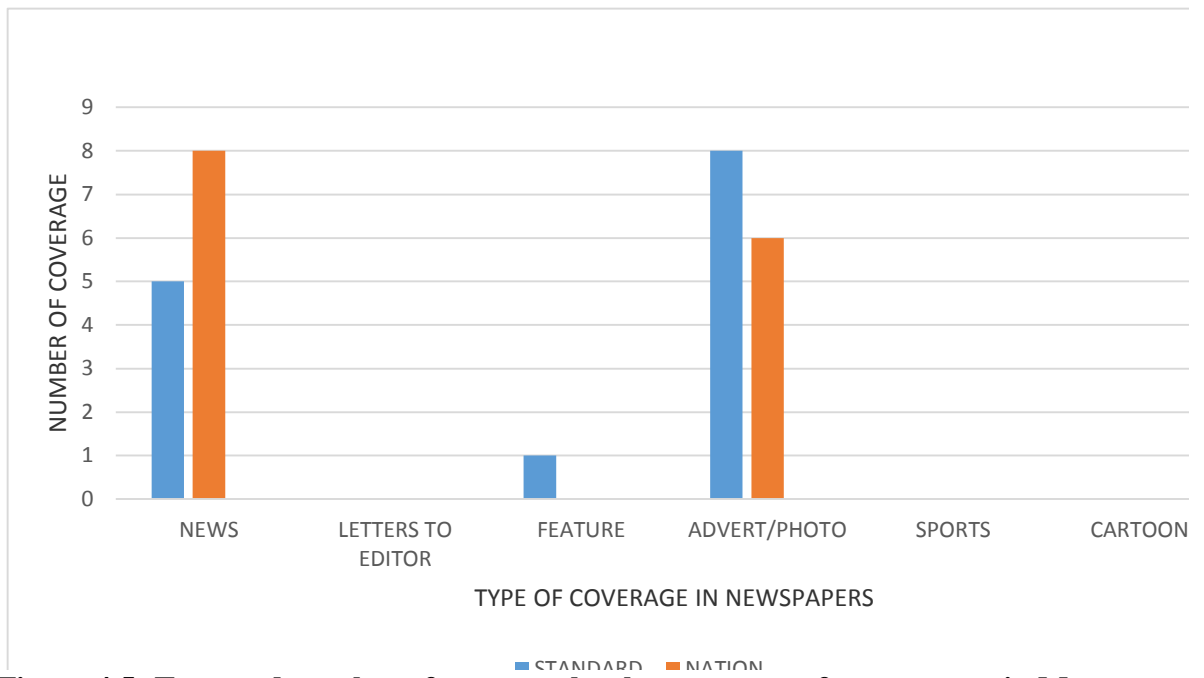


Figure 4.5: Type and number of coverage by the two types of newspapers in May 2013

In May, the standard newspaper covered articles on drug abuse as news, feature and advert/photo while the daily nation only had news and advert/photo. The daily nation had a lead in articles covered as news while the standard led in articles covered as adverts/photos. However, there were no articles to do with drug abuse as letters to the editor, sports or cartoon.

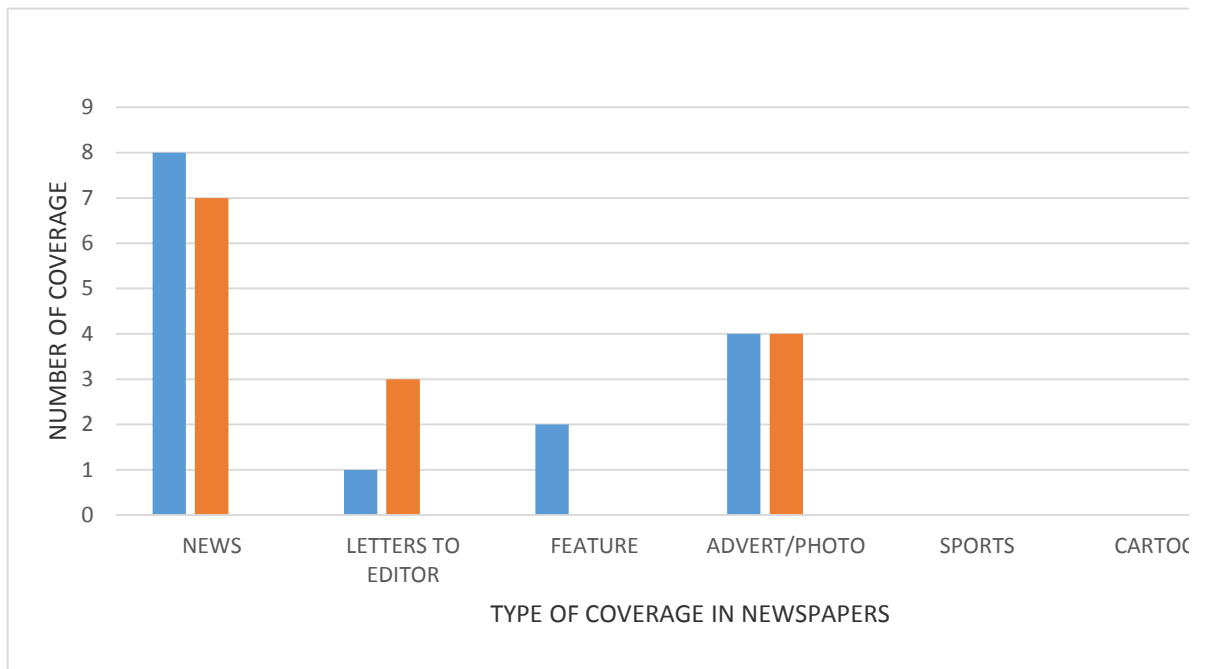


Figure 4.6: Type and number of coverage by the two types of newspapers in June 2013

This month of June had four types of articles which covered drug abuse. The standard newspaper had all the four type while the daily nation missed an article on feature. The two newspapers had a tie on the articles covered as advert/photo, the standard led with a small margin on articles covered as news items while the daily nation led on articles covered as letters to the editor.

In summary, there were no articles on drug abuse covered on sports or as cartoons from January to June 2013. However, there was at least a news article and an advert/photo in all the six months in which this research was carried out.

4.2.3 Placement of drug abuse issues in the two types of newspapers

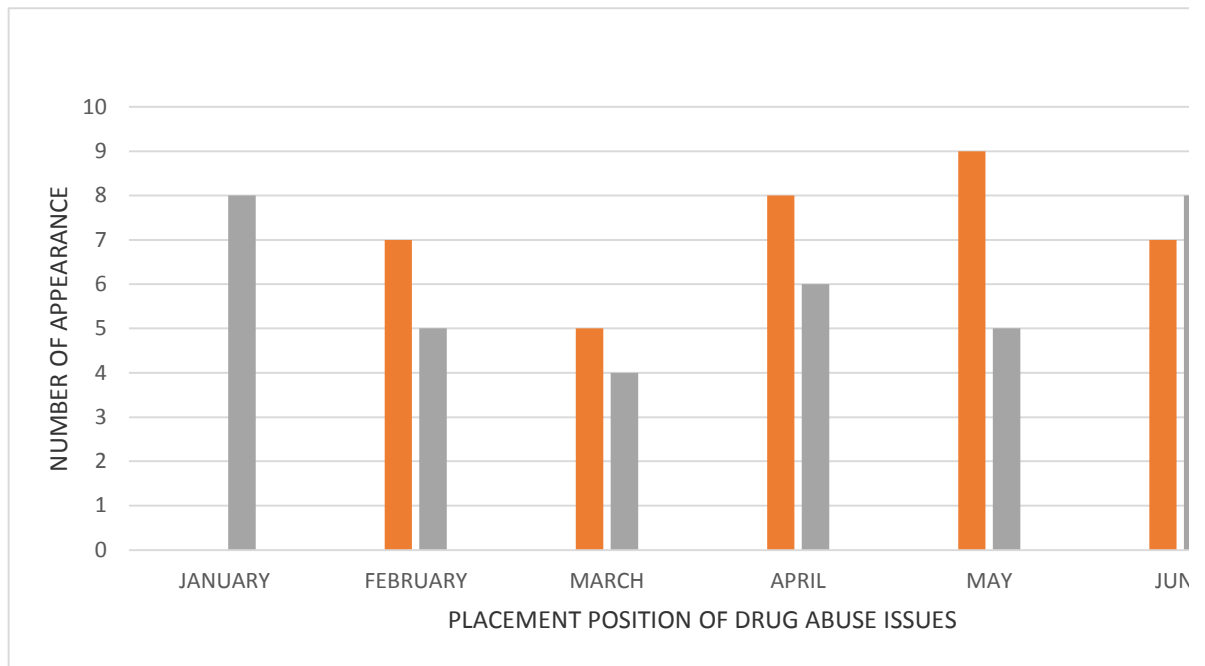


Figure 4.7: Number and placement of drug abuse issues in the Standard Newspaper from January to June 2013

When it comes to the placement of drug abuse articles in the standard newspaper, we find that between the month of January and June the articles covered in this newspaper were placed on the inside page and as short items. Even though that is the case, in January, the articles appeared as short items only. There were also more items placed on the inside page as compared to short items and this is evident in that amongst the six months, four months had more number of appearance in the inside page as compared to short items. However, for this newspaper, there were no articles on drug abuse placed as headline and on the back page.

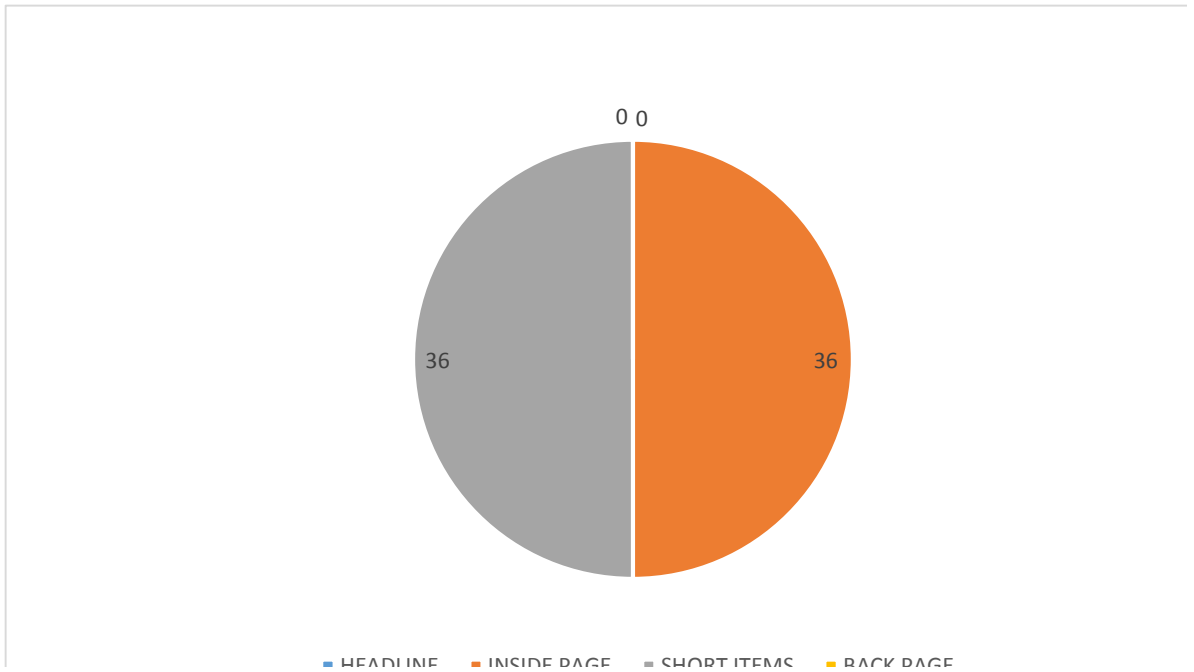


Figure 4.8: Total number of distribution of placement of drug abuse issues in the Standard Newspaper between January and June 2013

This figure shows an equal distribution of placement of drug abuse issues between inside page and the short item and since there were no articles placed on the headline and at the back page of the standard newspaper for the six months the figure gives zero rating for the two.

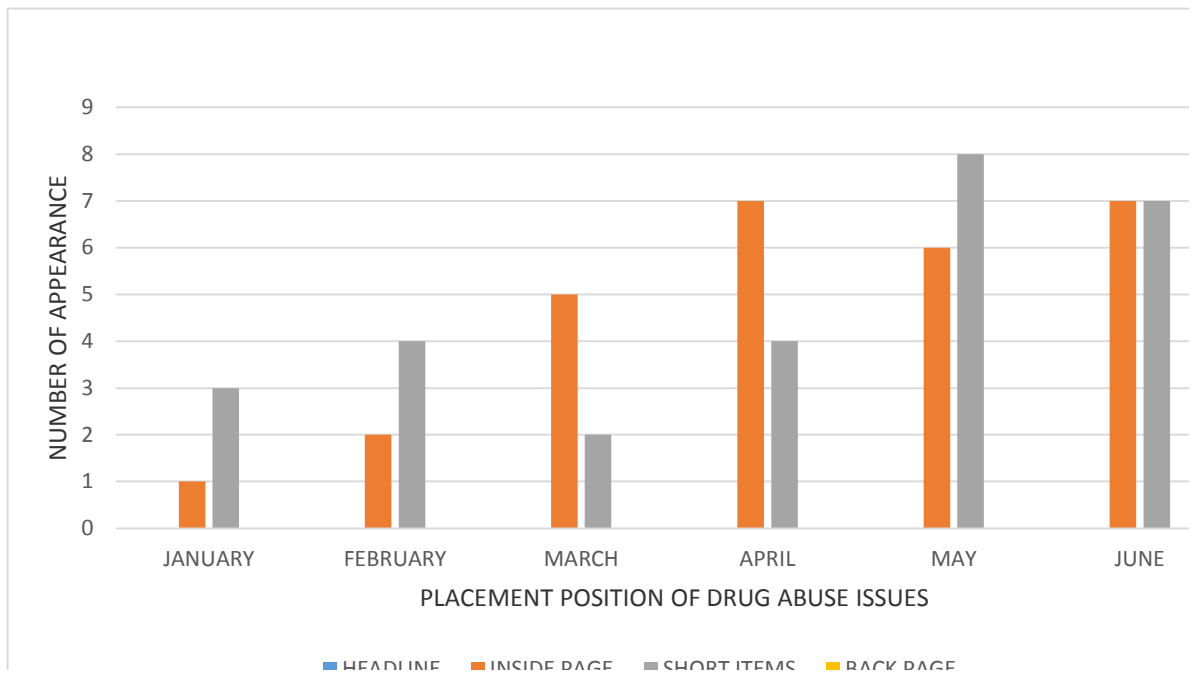


Figure 4.9: Number and placement of drug abuse issues in the Daily Nation Newspaper from January to June 2013

In the daily nation newspaper, the articles covered were either placed on the inside page or as short items. There were more items covered as short items than those placed on the inside page and this is because amongst the six months, three months more items covered as short items as compared to the two months where there was a lead on items placed on the inside page. There was also a tie in the month of June on the number of articles placed on the inside page and those covered as short items. However, there were no articles placed as headlines or on the back page.

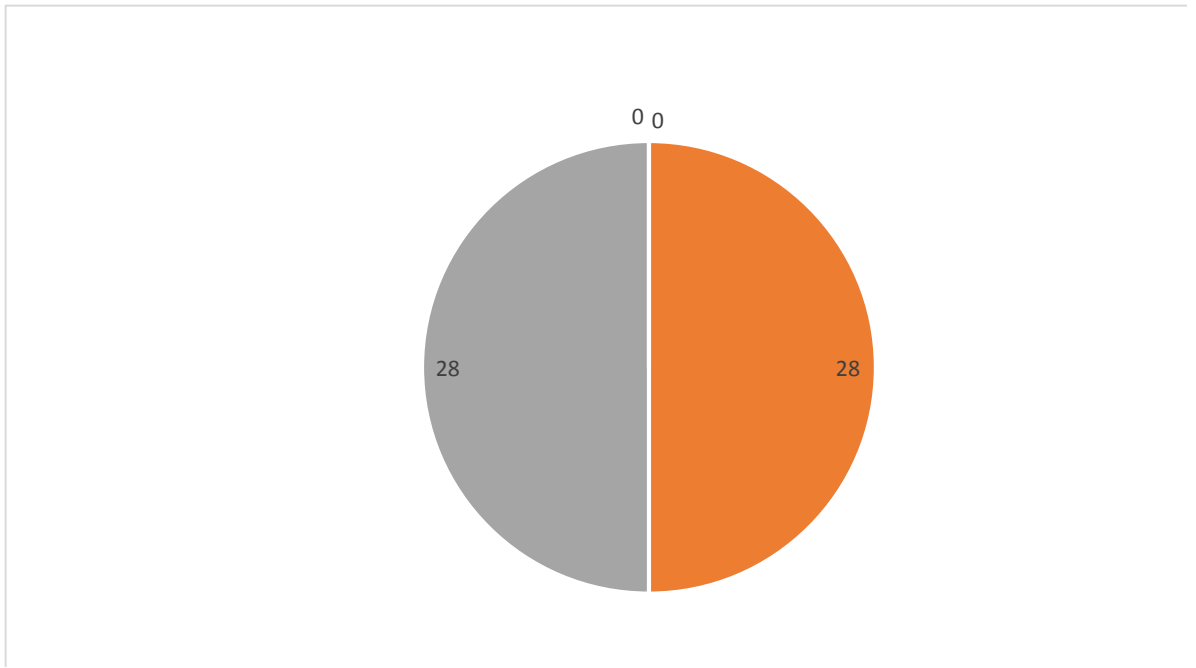


Figure 4.10: Total number of distribution of placement of drug abuse issues in the Daily Nation Newspaper between January and June 2013

This figure shows an equal distribution of the placement of articles covered on drug abuse since there were no articles placed as headlines or on the back page and yet there was an equal number of articles which appeared on the inside page and as short items.

As a summary of the placement of drug abuse articles on the leading newspapers, we find that the articles covered were only placed on the inside page and as short items only. This implies that there were no items placed as headlines and on the back page. However, the daily nation newspaper had more articles as short items while the standard newspaper had more articles on the inside page. There is an equal distribution of the placement of articles on drug abuse articles on both newspapers because there was an equal number of articles which appeared on the inside page and as short items.

4.2.4 The total number of articles written on drug abuse in the two types of newspapers

Table 4.7: Number of articles covered in the two types of newspapers from January to June 2013

| | January | February | March | April | May | June | Total |
|----------|---------|----------|-------|-------|-----|------|-----------|
| Standard | 8 | 12 | 9 | 14 | 14 | 15 | 72=56.25% |
| Nation | 4 | 6 | 7 | 11 | 14 | 14 | 56=43.75% |

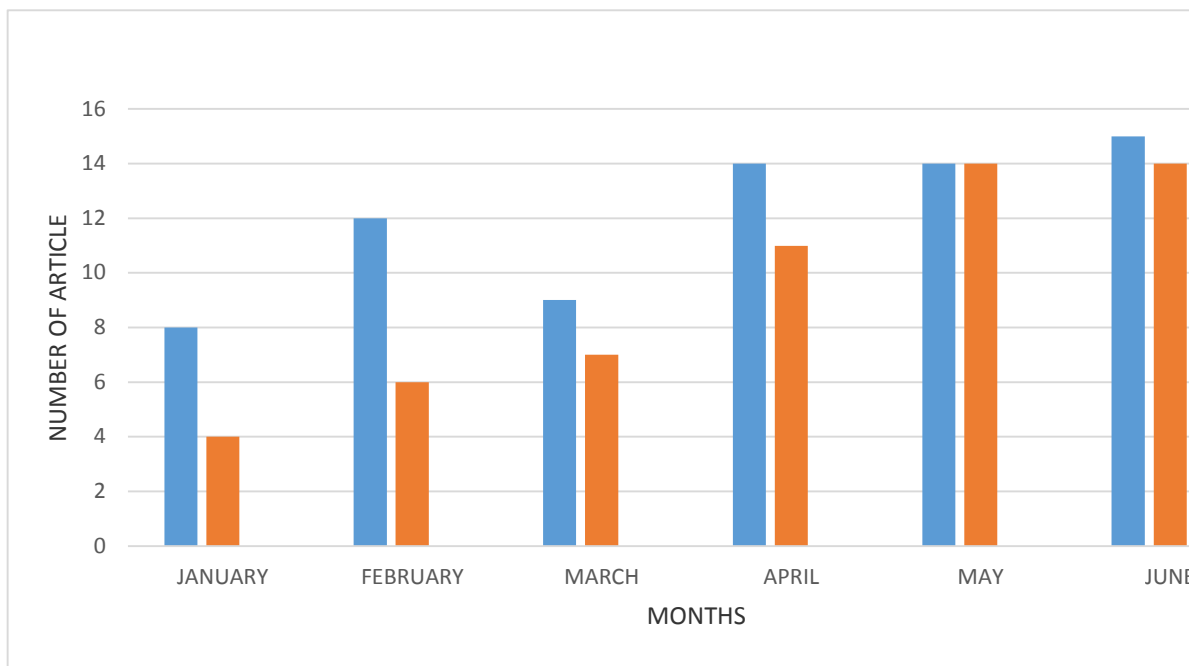


Figure 4.11: Number of articles covered in the two types of newspapers from January to June 2013

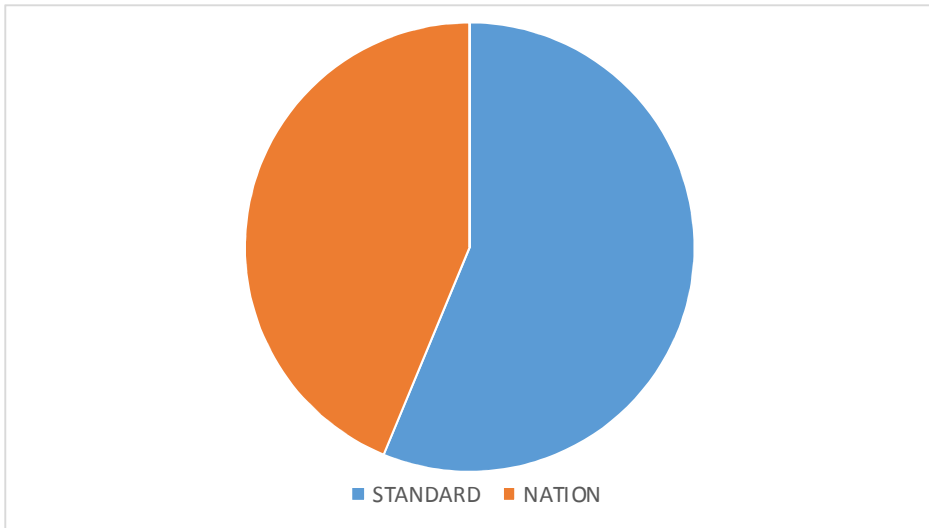


Figure 4.12: Total number of articles published in the Standard and the Daily Nation newspapers between January and June 2013

As portrayed by the table, bar graph and the pie chart on the number of the articles covered in the two newspapers between January and June, the newspaper which has the highest number of articles covered on drug abuse is the standard. It has 72 articles while the daily nation has 56 which gives a difference of 16 articles. The total number of items published on drug abuse by the two newspapers are 128 articles.

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1. Introduction

This chapter provides a brief summary of the study, conclusion and recommendation of the study.

5.2 Summary of the study

The purpose of this study was to determine the extent to which print media has given drug abuse prominence. The research objectives were: To assess contributions that has been put forward by print media to stop drug and substance abuse, to assess the nature of media coverage in terms of number of articles, their size, article type, placement and prominence, point out weaknesses in the media coverage of the various factors associated with increase in drug abuse scourge and find out the main subject focused on in the articles. Data was collected using content analysis. The findings, analysis and interpretations of the data are summarized in chapter four.

5.3 Research findings

The study revealed that drug abuse has not been given much prominence in print media because most of the articles which were covered were short items and they were found in the inside page of the newspapers and this means not many people got a chance to read them. Apart from that, they appeared as news briefs and a lot of details were not given in such occasions.

The study also revealed that the two newspapers have tried to publish drug related issues and the standard newspaper has a column in health and in this column they

discuss various types of drugs. It does not only tackle substances which are abused but also medicines prescribed by the doctors and they also address the effects of these drugs.

Lastly, the finding revealed that some of the articles published especially advertisements looked very attractive and they are packaged well and such can entice people to use drugs especially alcohol. The study also found out that the main subjects focused on in the articles published varied. If it was a news item, it was brief and most of the time the public was just told that some people were caught with a certain amount of bhang or any other drug and were charged in court and the story ends there. This does not give proper details especially what happened to the drugs found. However, when drug articles were written in the health column especially in the standard newspaper, a lot of information was given like they gave the meaning of the drugs and their side effects. Others were just advertisements which were in form of photos.

5.4 Recommendations

In the light of the findings, the following recommendations were made; firstly, drug abuse articles should be given more prominence by sometimes being covered as headlines because this will attract attention of many people as compared to when they are covered as news briefs because so many people do not take their time to read them. Secondly, the daily nation newspaper should also create a column on health like the standard and through this they will be able to educate many people on various drugs and their effects to the readers' health just like how the standard newspaper has done. This will give drug abuse prominence and many people will get educated on

various drugs and their effects. Thirdly, the two types of newspapers should try and cover more stories on drug abuse and this they can do by having a target. For example coming up with the number of articles they can cover in a week or may be a month and they should ensure that it is done according to their timetable or schedule. This will help in sensitization and education of the public hence people will be informed.

Fourth, news reporters or editors should follow up stories on drug abuse and should not give up so that they can establish where drugs come from and where the drugs found with the drug trafficker are taken hence they are able to know the origin of the drugs. Fifth, media stakeholders should conduct aggressive campaigns to sensitize the public on drug abuse and its effects. Lastly, the government should come up with a comprehensive policy on drug abuse, for example giving difficult penalties to those who peddle or use drugs. This will discourage people from getting involved in drugs. The government should also ensure that teachers are trained on drug abuse so that they can give the students adequate and appropriate information on the same because media is not the only channel that can be used to curb drug abuse.

5.5 Suggestions for Further Research

The following are some of the areas that could be considered for further research; to start with, priming of drug abuse in electronic media for example television and radio, another area is whether the nature of reporting of drug abuse issues has changed and finally, if print media helped in the sensitization, education and prevention of drug abuse.

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