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**MEDIA FRAMING AND PUBLIC PERCEPTION OF INFECTIOUS DISEASE  
OUTBREAKS: A CASE OF HIV/AIDS AND COVID-19 PANDEMICS IN KENYA**

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## DECLARATION

This dissertation is my original work and has not been submitted for an award of a degree in any other university or institution of higher learning.



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This proposal has been written and submitted for examination under our approval as the University of Nairobi Supervisors

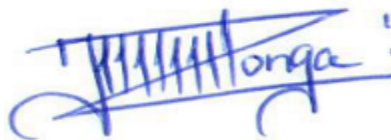


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## **DEDICATION**

I dedicate this research proposal to the Almighty God for giving me the strength to complete my dissertation and my family members for their unwavering support.

## **ACKNOWLEDGEMENT**

My sincere gratitude to my supervisors, Prof. Jayne Mutiga and Mr. Josephat Gitonga, for their guidance and support during the writing and defense of this proposal.

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## DEFINITION OF SIGNIFICANT TERMS AS USED IN THE STUDY

**Media:** Communication channels used to transfer information.

**Frame:** The central organizing idea for news content that supplies a context and suggests what the issue is through use of selection, emphasis, exclusion and elaboration.

**Framing:** The process through which media supplies context to an issue to promote a particular interpretation by its audience.

**Perception:** How information is interpreted and analysed by the public.

**Public:** Consumers of information.

**Stigma:** Discrimination against a person based on traits such as social status, race and culture that distinguish them from other members of a society.

**Pandemic:** A disease that has spread globally, usually affecting a large portion of the population.

**Disease outbreak:** A sudden increase in occurrences of a disease in a geographical area or several countries. In the present study, the disease outbreaks in question include the HIV/AIDS Pandemic and the COVID-19 Pandemic in Kenya.

**HIV:** Virus that affects the body's immune system and can lead to AIDS if left untreated.

**AIDS:** An advanced stage of HIV infection.

**COVID-19:** An infectious respiratory disease caused by a new strain of coronavirus that causes illness in humans.

## **LIST OF ABBREVIATIONS**

|          |  |
|----------|--|
| CDC      | Centers for Disease Control and Prevention       |
| COVID-19 | Coronavirus Disease 2019                         |
| HIV      | Human Immunodeficiency Virus                     |
| KEMRI    | Kenya Medical Research Institute                 |
| KNBS     | Kenya National Bureau of Statistics              |
| KMPDC    | Kenya Medical Practitioners and Dentists Council |
| KNUT     | Kenya National Union of Teachers                 |
| MSM      | Men who have Sex with Men                        |
| PCEA     | Presbyterian Church of East Africa               |
| PWID     | People Who Inject Drugs                          |
| LSK      | Law Society of Kenya                             |
| KDF      | Kenya Defense Force                              |
| KESSHA   | Kenya Secondary School Heads Association         |
| WHO      | World Health Organisation                        |
| KQ       | Kenya Airways                                    |
| PPB      | Pharmacy and Poisons Board                       |
| KSDC     | Kenya Society for Deaf Children                  |
| PWDs     | People living with disabilities                  |
| TVs      | Televisions                                      |
| TSC      | Teachers Service Commission                      |
| KUPPET   | Kenya Union of Post Primary Education Teachers   |
| CS       | Cabinet Secretary                                |

## **ABSTRACT**

This study used the framing theory to research media framing and public perception of the HIV/AIDS and COVID-19 Pandemics. The objectives of our study were to investigate the media frames used by the Standard Newspaper to cover the two Pandemics, to identify the public perception of the frames used by the Standard Newspaper, and to demonstrate their effects on Kenyan society. To achieve these objectives, we purposively sampled 50 HIV/AIDS-related articles from 1984-2003 and 50 COVID-19 related articles from March 2020-December 2020. We performed content analysis on the articles, and our findings revealed seven common frames in the Standard Newspaper's coverage of the two Pandemics. The frames included the eminence frame, the severity frame, the action frame, the assurance frame, the conflict frame, the impact frame, and the beliefs about who is at risk frame. In both coverages, the eminence frame was dominant. Our findings also revealed that the impact frame and the beliefs about who is at risk frame were least used in the HIV/AIDS Pandemic and the COVID-19 Pandemic, respectively. Concern, denial, impartiality, and discontentment were common perceptions of the seven frames. We also identified isolation, acceptance, and laxity as some of the possible effects of the frames on Kenyan society. Our study concluded that media framing affects public perception, and therefore, the media should be conscious of the frames they use during disease outbreaks.

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# CHAPTER ONE

## 1.0 Introduction

This chapter provides the premise of our research. It contains the background information of our study, the statement of the problem, the objectives of the study, the research questions, the scope of limitations, the literature review, the theoretical framework, and the research methodology.

## 1.1 Background Information of the Study

When new phenomena such as disease outbreaks occur, terminologies are developed and adapted to describe the situation. These terminologies help elucidate the seriousness of an outbreak, precautionary steps to avoid contagion, origins of a disease outbreak, and possible cures. From the onset of the COVID-19 Pandemic in December 2019, terms such as social distancing, self-quarantine, working from home (WFH), and lockdown have been widely used to describe means of preventing the spread of the virus.

According to McCauley et al. (2013), when ailments are presumed to be fatal, people who are afraid of contagion deal with their fears by attributing illnesses on minorities. Within this period, negative terms and stereotypes are also developed to justify the association of disease outbreaks with minority groups. In 1983, scientists discovered the virus that causes AIDS. This virus was associated with homosexuals or heterosexual males who were heroin drug addicts. Within this time frame, Altman (1982) published an article in the New York Times that termed AIDS as Gay-Related Immune Deficiency disease (GRID), and a government official in President Reagan's administration called the disease "gay cancer" and "gay plague". According to White and King (2020), homophobia during that time slowed U.S. responses to the epidemic and increased open discrimination against gay men in policing, housing, jobs, and street violence.

In times of uncertainty such as pandemics, media outlets play a vital part in educating the public on what is happening around them. How media describes an issue is referred to as a frame (Kim et al., 2002, p. 9). Lecheler and de Vreese (2018) described a frame as a storyline that provides meaning to an unfolding strip of events by creating a connection among them. News frames are formed from and found in catchwords, figures of speech, ideas, signs, and visual imagery highlighted in a news story. Furthermore, they work to make some ideas more prominent in a text than others (Entman, 2006, p. 7). Framing is the process of choosing one particular meaning (or set of meanings) over another (Fairhurst & Sarr, 1996, p. 168). Framing presumes that it is “terminological or semantic differences” in how an issue is expressed rather than the prominence of an issue itself that provoke audience responses (Kim et al., 2002, p. 10).

## **1.2 Statement of the Problem**

How news is framed during pandemics can affect how the public views minority groups. Ungar (1998) argues that there is a pattern to which news reporting is done during disease outbreaks. He states that during the first phase, which he calls the mutation–contagion package, an emerging disease is portrayed as a frightening threat with few instances of reassurance in the form of news coverage of items on “medical progress” and “amazing new discoveries”. After this phase, there is the containment package phase which brings in the concept of “otherness”. The threat of a disease is shown to exist in only certain regions because of poverty, pollution, ethnic rituals, and culinary tastes, among other factors. By implying that a disease outbreak is synonymous with a certain region or group of people, the public is left with the notion that they are superior and different from the affected group, which may lead to stigmatization. In 1985, the Standard’s front-page headlines read: “Killer sex disease in Kenya”, and “Horror sex disease in Kakamega”. These headlines were accompanied by images of severely sick and thin HIV-positive people. Terms such

as “slim disease” were used to describe the virus. This research, therefore, investigated the impact such language had on the public’s perception of the HIV/AIDS (1984-2003) and the COVID-19 (2020) Pandemics in Kenya. Although AIDS has been in Kenya since 1984, at the time of this research, no studies had been performed on media framing and public perception of the disease in Kenya. In addition to this, at the time of this study, the COVID-19 Pandemic was a new occurrence and very little research had been done concerning its framing by Kenyan media.

### **1.3 Objectives**

This study was guided by the following objectives:

- i. To investigate media framing in the coverage of the HIV/AIDS (1984-2003) and COVID-19 (2020) Pandemics by the Standard Newspaper.
- ii. To identify public perception to media framing of the HIV/AIDS (1984-2003) and COVID-19 (2020) Pandemics by the Standard Newspaper.
- iii. To demonstrate the effect media framing had on society from 1984-2003 and 2020 during the HIV/AIDS and COVID-19 Pandemics, respectively.

### **1.4 Research Questions**

This study was guided by the following research questions:

- i. What frames were used in the coverage of the HIV/AIDS and COVID-19 disease outbreaks by the Standard Newspaper?
- ii. How did the public respond to media framing of the HIV/AIDS and COVID-19 Pandemics by the Standard Newspaper?
- iii. How did societies affected by the HIV/AIDS and COVID-19 Pandemics cope with the effects of media framing from 1984-2003 and 2020 respectively?

## **1.5 Rationale**

The rationale to investigate media framing of the two pandemics by the Standard Newspaper was that from the onset of the HIV/AIDS Pandemic in 1983, the use and impact of media frames on public perception in Kenya had not been looked at. Furthermore, since the COVID-19 Pandemic is a recent phenomenon affecting the world, there were no previous studies on media framing of the Pandemic in Kenya.

The study focused on media framing of the HIV/AIDS Pandemic from 1984 to 2003 and the COVID-19 Pandemic from March 2020 to December 2020 in Kenya. The study focused on pandemic-related content from the Standard Newspaper. The study was limited to media framing in Kenya of the HIV/AIDS and COVID-19 Pandemics, and not anywhere else or any other Pandemic. The two pandemics have similar characteristics; they both spread globally, and infected people and dead bodies were handled with a lot of stigma. For example, at the beginning of the two pandemics, dead bodies were buried at night or in the wee hours of the morning- which is unheard of in most African cultures-because dead bodies were thought to be contagious.

The study did not focus on the translatability of media frames but rather on their typology, perception, and effects on Kenyan society. Our research did not look at the impact of the frames when conveyed in the audiences' target languages.

## **1.7 Literature Review**

Based on the objectives of this study, the literature review focused on three thematic areas: media framing and public response, framing of disease outbreaks in mass media, and media framing and stigmatization during pandemics.

### **1.7.1 Framing of disease outbreaks in mass media**

Communicable diseases have tormented humankind throughout antiquity. Media outlets have an essential role of educating the public, but it has been observed that in some situations the media may heighten the effect of pandemics by augmenting fear (Klemm et al., 2019). Entman (2004) defines framing as the process of culling a few elements of perceived reality and assembling a narrative that highlights connections among them to promote a particular interpretation. He further states that framing shapes and alters the audience member's interpretations and preferences through priming. That is, frames introduce or raise the salience or apparent importance of certain ideas, activating schemas that encourage target audiences to think, feel, and decide in a particular way (Gross & D'Ambrosio, 2004), (Iyengar & Simon, 1993), (Kim et al., 2002) ;(Price et al., 1997).

Through the process of frame-setting, news media actively develop the frames of reference that readers or viewers use to understand public events (McCauley et al., 2013, p. 2). Frames are mental structures that help shape the way we view the world (Lakoff, 2004, p. XV). Tankard (1991) has described a media frame as “the central organizing idea for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion, and elaboration. According to Entman (2004), agenda-setting can be seen as another name for successfully performing the first function of framing: defining problems worthy of public and government attention and highlighting societal conditions, world events and character traits of a candidate. The second level of agenda-setting according to McCombs and Ghanem (2001) involves: highlighting the causes of problems, encouraging moral judgements (and associated affective responses) and promoting favored policies. However, Gamson (1992) argues that the second stage of agenda-setting should be referred to as a “signature matrix” that includes various condensing symbols

(catchphrases, taglines, exemplars, metaphors, depictions, visual images) and reasoning devices (causes and consequences, appeals to principles or moral claims).

According to Kitzinger (2000), critical examination of media frames is an important endeavour for anyone examining media coverage, source strategy, journalistic practice, audience reception, or particular social issues. In accordance with Davis's (2009) assertion, news media frequently use five elements during news coverage: 1) figures of speech, 2) examples, 3) catchphrases, 4) portrayals, and 5) visual imagery. Lee and Basnyat (2012) argue that news framing is not as unintentional as proposed by the framing theory because news media often add new storylines into news stories. Weaver (2007) claims that the perspectives and frames that journalists employ draw attention to certain attributes of the objects of news coverage, as well as the objects themselves. Stories that highlight disputes, rectitude, and doubt attract more public attention than stories that highlight financial matters (Davis, 2009, p. 3)

Scheufele and Tewksbury (2007) recognized news production, news processing, and locus of effect as the main areas in framing. Pan and Kosicki (1993) identified four types of structural dimensions of news that influence the formation of frames: (a) syntactic structures, or patterns in the arrangements of words or phrases; (b) script structures, referring to the general newsworthiness of an event as well as the intention to communicate news and events to the audience that transcends their limited sensory experiences; (c) thematic structures, reflecting the tendency of journalists to impose a causal theme on their news stories, either in the form of explicit causal statements or by linking observations to the direct quote of a source; and (d) rhetorical structures, referring to the "stylistic choices made by journalists in relation to their intended effects."

Lee and Basnyat (2012) investigated how local public health agencies framed the 2009 H1N1 Pandemic in press releases and, how news outlets used the press statements in their reports on the



Pandemic. Using content analysis of press statements from the Singapore Ministry of Health (MOH) and subsequent news articles about the 2009 H1N1 Pandemic published between April 25<sup>th</sup>, 2009 and August 10<sup>th</sup>, 2010, the study found that press releases' effect on news coverage was moderated by news outlets' commitment to rules for sourcing for information and news criteria. Further findings also showed that the progression from press statement to news was characterised by notable changes: augmentation and variation in prominent frames and elements meant to illicit emotional responses, increased use of themes, additional information, change of negative stories into positive ones, and positive coverage of the government's efforts in curbing the Pandemics—implying that the news stories were biased. Our study focused on media framing of the HIV/AIDS and COVID-19 Pandemics by the Standard Newspaper.

Further study from Jiang et al. (2009), which investigated the effects of the British newspaper framing of the Ebola crisis and policy response, came to the realisation that Ebola coverage in the UK was scarce in the first six months compared to the media attention given to SARS and other pandemic flu scares. Findings also showed that re-framing of the Ebola virus from a localized health and humanitarian emergency to a global security concern changed how the crisis was structured and responded to. This study concluded that newspaper media coverage is important in framing public and policy debates on national security and disease outbreaks in Western countries. Our study focused on media framing of the HIV/AIDS and COVID-19 Pandemics by the Standard Newspaper.

### **1.7.2 Media framing and public response**

Donelle and Booth (2012) researched on health promotion on Twitter, and their findings revealed that tweets reflect existing political and social issues publicized within the global mass media. Our

study focused on public perception of media frames used by the Standard Newspaper in the coverage of the HIV/AIDS and COVID-19 Pandemics.

Eysenbach (2006) tracked Pandemic-related searches on the internet for surveillance of flu symptoms. The study concluded that tracing web searches on the Internet has the potentiality of predicting population-based incidents which are pertinent to public health purposes, such as real disease outbreaks. Our study focused on media framing of the HIV/AIDS and COVID-19 Pandemics by the Standard Newspaper.

According to McNeill et al. (2016), who researched Twitter's impact on UK vaccination and antiviral consumption during the 2009 H1N1 Pandemic, Twitter is a practical source of information for identifying public responses during disease outbreaks. Our study focused on media framing of the HIV/AIDS and COVID-19 Pandemics by the Standard Newspaper.

In reference to the study carried out by Bode and Vraga (2018) on the rectification of misleading information on global health in social media, the conclusion was that social media might serve as a corrective measure to false information. Our study focused on the types of frames used by the Standard Newspaper to cover the HIV/AIDS Pandemic and the COVID-19 Pandemic and how the public perceived them.

### **1.7.3 Media framing and stigmatization during pandemics**

When unexplainable events such as disease outbreaks occur, society always looks for someone to blame. Washer (2004) looked at the depiction of SARS in the British newspapers and concluded that the blame of the new threat is placed on those outside one's community. Our study focused on media framing of the HIV/AIDS and COVID-19 Pandemics by the Standard Newspaper.

McCauley et al. (2013) researched media frames, stigmatization, and coping during the H1N1 Pandemic in New England. The study concluded that Pandemic-related stress could lead to the

discrimination of minorities. Our study focused on media framing of the HIV/AIDS and COVID-19 Pandemics by the Standard Newspaper.

Van der Meer (2018) carried out a study to identify reformative information plans that could enhance awareness and prompt preventive measures during Pandemics. The study revealed that communication is vital in controlling crises and their possible effects, as information moulds the publics' perception of events surrounding them. Our study focused on media framing of the HIV/AIDS and COVID-19 Pandemics by the Standard Newspaper.

Kilgo et al. (2019) claim that old media have from the past promoted public alarm and worry during times of crisis by emphasizing risks and uncertainties. Pieri (2018) in her analysis of media framing of the Ebola crisis in UK media argues that the coverage of panic narratives by UK media, resulted in concerns with finding people to blame. Wallis and Nerlich (2005) claim that the weak ties made by UK media between SARS and a particular region weakened its 'origin narrative' and probably helped reduce stigmatization of social, national, or racial groups as 'SARS risks'. However, Weaver (2007) argues that not everyone is uniformly affected by the same degree and prominence of media coverage and not all easily available information is considered essential. This implies that news may not have a significant effect on the public's perceptions.

### **1.8. Theoretical Framework**

The study was based on the framing theory. Erving Goffman is credited for first putting forth the concept of framing. He described framing as a "schemata of interpretation" that allows individuals to "locate, perceive, identify and label" events or life experiences. Entman (1993) later on defined framing as communicating text or message to promote certain facets of a 'perceived reality' and making them more salient to endorse a specific problem definition, causal interpretation, moral evaluation, and a treatment recommendation. According to Goffman (1974), individuals

unknowingly interpret what is happening around them through their primary frameworks. Within the primary frameworks, there are distinct categories: natural and social frameworks. Natural frameworks identify occurrences as undirected, unoriented, unanimated, unguided, and “purely physical” (Goffman, 1974, p. 22) which means that there are no agents causally and intentionally interfering with the outcome of an event. Social frameworks, on the other hand, view events as social occurrences influenced by whims, goals, and manipulations of other people. These frameworks and the frames they create in our communication greatly influence how data is interpreted, processed, and communicated.

The principle of the framing theory states, how something is introduced to the public influences the choices people make about how to process that information. Lee and Basnyat (2012) state that the theory generally depicts framing by news media as an intentional action influenced by work schedules, societal beliefs and corporate values. According to Mogambi et al. (2013), the choice of language by journalists is one of the most vital elements of framing because language helps us recall information and acts to transform how we view situations. This theory assisted us in identifying frames most commonly used by the Standard Newspaper during the coverage of Pandemics. This, in turn, helped us understand the media’s construction of the HIV/AIDS and COVID 19 Pandemics and how the public reacted to it. This framing theory by Goffman, (1976) was chosen because it has elements related to variables in our objectives: investigating media framing, identifying public response to media framing, and demonstrating its effects on society.

## **1.9 Research Methodology**

### **1.9.1 Data Collection**

Our study used qualitative research methods to obtain data. Chilisa et al. (2005) define qualitative research as the type of inquiry whereby a researcher researches people's experiences in natural

settings, using various techniques such as interviews and observations and reports findings mainly in words rather than statistics. The Standard Newspaper was our primary data source for pandemic-related articles because it is one of Kenya's oldest and largest newspapers; therefore, the Standard Newspaper would provide clear insight into public perception of the Pandemics because a large population had access to it. Purposive sampling was used to acquire 50 HIV/AIDS-related articles and 50 COVID-19-related articles. Purposive sampling or judgment sampling involves researchers selecting sampling units subjectively in an attempt to obtain a sample that appears to be representative of the population (Frankfort-Nachmias & Nachmias, 1992).

### **1.9.2 Data Analysis**

Content analysis, a method in qualitative research was used to analyze the pandemic-related articles. The data collected was classified according to categories acquired from research by Kiptinness & Kiwanuka-Tondo (2019). The categories included: valence, the action frame, the victim frame, the severity frame, origin and remedy frame and the assumption about who is vulnerable frame. In the course of content analysis, it was observed that the six categories were not fully representative of the data collected. To resolve this, we combined the six categories with Gabore (2020)'s summary of generic frames. The frames included: the conflict frame, the negativity frame, the impact frame, the responsibility frame, the human-interest frame, the eminence frame, the novelty frame, and the morality frame. We replaced the negativity frame with the valence frame because not all articles focused on the negative side of the Pandemics. Furthermore, we created the assurance frame, which included articles highlighting affirmations of safety by the government or health officials.

## CHAPTER TWO

### AN OVERVIEW OF MEDIA FRAMING AND PANDEMICS

#### 2.0. Introduction

This chapter explains the concept of framing and frames. It also discusses the trends of pandemics in Kenya, focusing on the perception of HIV/AIDS in Kenya, news framing of the HIV/AIDS and COVID-19 Pandemics in Kenya, and the infection and management of COVID-19 in Kenya. The chapter finally touches on misinformation, disinformation, and fake news and the connection between media bias and public perception.

#### 2.1 Notion of Framing and Frames

Framing does not have a standard definition because it is still a thriving concept. Various scholars have defined it as:

“A central organizing idea or storyline that provides meaning to an unfolding strip of events, weaving a connection among them” (Gamson et al., 1987, p. 143).

“The process by which people develop a particular conceptualization of an issue or reorient their thinking about an issue” (Chong & Druckman, 2007, p. 104).

“Selecting some aspects of a perceived reality and making them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described” (Entman, 1993, p. 52).

“Placing information in a unique context so that certain elements of the issue get a greater allocation of an individual's cognitive resources” (Pan & Kosicki, 1993, p. 57).

Simply put, media framing is the process whereby certain parts of a news story are given a lot prominence over others to foster a particular interpretation by an audience. Kim et al., (2002) state

that media also use framing to simplify issues for their audiences by presenting news in a comprehensible manner.

According to Entman (2006), frames reside in specific properties of a news story and are formed from and found in keywords, figures of speech, ideas, allegory, and visual imagery. Tankard (2001) recommends eleven framing mechanisms for recognizing and gauging news frames: titles, subtitles, leads, pictures, photo descriptions, quotes, information sources, lift-out pull quotes, statistics and charts, signs, and concluding statements and sections.

## **2.2 Classification of Frames**

There are two types of frames: Issue-specific frames and generic frames. Issue-specific frames are topic-specific. They have themes and lead citizens or governments to take responsibility. Frames related to climate change can prompt the public to seek ways of reducing their carbon footprints to save the environment.

Generic frames, on the other hand, are frames that are not limited to particular themes or topics. According to Lecheler and de Vreese (2018), journalistic frames are typically generic because they apply to different issues. In addition to this, the two authors claim that generic frames are episodic because they highlight event-centred information and describe problems in a manner that leads citizens to attribute responsibility to the individual(s) portrayed in a story. Semetko and Valkenburg (2000) identify conflict, human interest, attribution of responsibility, morality, and economic consequences frames as the most commonly used generic frames.

## **2.3 Framing Processes and their Individual and Societal Consequences**

According to D'Angelo (2002), framing occurs in three distinct stages: frame-building, frame-setting, and individual and societal consequences of framing. Scheufele (1999) defines frame-building as how journalists process information from various sources and transform that

information into news. Frame-building is influenced by internal and external factors. Internal factors include journalists' frames and organizational routines. Journalists' frames occur when journalists construct news stories based on their opinions and beliefs. Entman (1993) argues that this hinders the majority of the audiences from having objective opinions regarding a situation. Organizational routines include editorial policies and news criteria, which influence journalists' daily work routines. The Nation Media Group's editorial policy states that news on women should not be restricted to superficial or domestic issues but should focus on the various issues concerning women in East Africa today. On the other hand, external factors are influences from stakeholders such as prominent people, pressure groups, and social movements. Elite influence becomes apparent when journalists use parts of political speeches or sound bites to illustrate an issue (Lecheler & de Vreese, 2018, p. 20).

Frame-setting refers to the interaction between media frames and individuals' prior knowledge and predispositions (de Vreese, 2005, p. 52). According to Entman (2006), news frames exist as innate principles for information processing and as characteristics of news frames. We interpret news based on previous knowledge and beliefs or how media packages and interprets information for us. A devout Christian may interpret news coverage on earthquakes, volcano eruptions, and tsunamis as a sign of end times. Alternatively, if the media uses frames related to climate change to cover the same story, another person may perceive the information from a scientific point of view.

Effects of framing can be felt at a personal level or society level. At a personal level, it can alter sentiments regarding an occurrence based on subjection to particular frames. At the society level, it can shape social activities such as political induction, decision-taking, and joint actions (de Vreese, 2005, p. 52).



## **2.4. Identification of Frames**

There are two approaches to identifying frames: the inductive approach and the deductive approach. The inductive approach involves the identification of frames during the analysis of a text. Although this approach is rich in information, Lecheler and de Vreese (2018) and Hertog and McLeod (2001) argue that it relies on too small a sample and that its findings are not replicable. The deductive approach investigates frames that are defined and operationalized before the investigation (Lecheler & de Vreese, 2018, p. 4)

## **2.5 Disease Outbreaks, Epidemics and Pandemics**

The World Health Organization (2021) defines a disease outbreak as the appearance of disease cases above what would typically be expected in a defined community, geographical area, or season. An epidemic is also the occurrence of diseases over what would usually be expected in a specified region. However, the difference between the two terms is that epidemics spread over a larger area than outbreaks. Examples of epidemics include Ebola, Cholera, and Dengue Fever. A pandemic is an epidemic that has spread over several continents or worldwide. HIV/AIDS, COVID-19, and the Spanish Flu are examples of pandemics that have had adverse consequences on the world.

## **2.6. The Trends of Pandemics in Kenya**

Communicable diseases existed during humankind's hunter-gatherer days, but the shift to agrarian life 10,000 years ago created communities that made epidemics more possible. Malaria, tuberculosis, leprosy, influenza, smallpox, and others first appeared during this period (History.com Editors, 2020). These communities' widespread trade or wars created new human and animal interactions (Le Pan, 2020). These interactions led to the spread of pandemics. In 165 A.D, the Antonine Plague was first detected among the Huns. The Huns were nomadic warriors

who terrorized Europe, the Roman Empire, and China's Qin and Han Dynasty. According to History.com Editors (2020), the Hun infected the Germans with the Antonine Plague; the Germans spread it to the Romans, who in turn spread it throughout the Roman Empire.

The concept of quarantine began in Venice during the 14<sup>th</sup> Century. Ships from infected regions docked for 40 days to curb the spread of the second Bubonic plague. According to the Centers for Disease Control and Prevention (2020), the concept of quarantine was derived from the Italian words *quaranta giorni*, which means 40 days. The Black Death or the Second Bubonic Plague was caused by bites from infected fleas and rats and affected humans and animals. Infection occurred when people inhaled respiratory droplets from infected humans or animals. Fear of contagion led to people fleeing to the countryside. People abandoned their sick and dying loved ones, priests refused to administer last rites, and many thousands of Jews were massacred in 1348 and 1349 because they held a different belief system from the majority (History.com Editors, 2020).

The 1918 Influenza Pandemic or the Great Influenza was the most severe in recent history. It infected one-third of the world's population and had a death toll of at least 50 million people worldwide. The Centers for Disease Control and Prevention (2019) states that an H1N1 virus with genes of avian origin was the primary cause of the pandemic. The Pandemic was initially referred to as the Spanish Flu because Spain was the only country that reported on the Pandemic during World War I. Other countries had censored their media to boost their citizens' morale. Since Spain was the only country reporting on the Pandemic, many believed that it was the source of the virus.

The origin of the HIV/AIDS Pandemic is unclear. Some scientists believe that HIV originated from chimpanzees in West and Central Africa. The scientists suspect that a strain of Simian Immunodeficiency Virus (SIV), only found in primates in Africa, is the viral progenitor of HIV. The scientists further claim that the virus jumped from chimpanzees to humans when people ate

infected chimpanzee meat or when hunters' cuts and bruises were exposed to infected blood from primates. The virus then spread among humans through the exchange of body fluids. Urbanization and prostitution may have spurred the spread of HIV from Kinshasa to other regions. Infrastructure enabled people from rural areas to migrate to cities in search of opportunities, and prostitution was rife in urban centers. The virus reached East Africa in the 1970s and became an epidemic in the region in the early 1980s. Kayirangwa et al. (2006) state that Rwanda was among the first African countries to report HIV cases in 1983 and one of the first countries to establish the most effective blood donor screening programs in Africa in 1985. Burundi and Tanzania also reported their first HIV cases in 1983. According to Avert (2019), in 1982, Ugandan doctors reported a new fatal wasting disease in Rakai District. The disease was locally known as "slim" and was recognized as AIDS in 1985. It was common among people with multiple partners, particularly professionals, businessmen, and young people. Fear of the disease was manifested in discriminatory behaviour at churches, funerals, restaurants, and public transport (Kuhanen, 2008, p. 309).

## **2.7. The Perception of HIV and AIDS in Kenya**

In 1984, Kenya reported its first HIV case. Between 1983 and 1985, 26 cases had been mainly reported affecting sex workers. Print media called it the sex disease, and with it came fear, shame, and disgrace. Within this time frame, some infected people committed suicide, and dead bodies were buried in polythene bags. Around the world, pathologists refused to handle bodies of people who had died of AIDS-related complications (Mwangi, 2013). According to Nolen (2008), the virus was also called plastic due to the plastic sheeting used to wrap dead bodies.

In 1987, a study was carried out on a section of Majengo Slum women. The study aimed to investigate their resistance to HIV infection. The study revealed that the women's immune systems could produce Killer-T cells that could eliminate cells infected with HIV before they multiplied in

the body (Strydom, 2010). This information, however, did not lead to the discovery of an AIDS vaccine.

In November 1999, President Moi declared AIDS a national disaster and mandated a National AIDS Control Council to spread HIV/AIDS awareness. However, the president refused to advocate for condom use because it would encourage young people to practice casual sex. In 2001, the Kenyan government changed its stance and actively promoted condom use. In 2003, HIV education was introduced to the Kenya school curriculum. Statistics from Avert (2019) indicate that between 2010 and 2016, HIV prevalence was highest among commercial sex workers, men who have sex with men (MSM), people who inject drugs (PWID), young people, and women. In this group, women accounted for the highest number of infections. These statistics were attributed to gender-based violence and lack of access to proper healthcare. The Kenyan government launched self-testing kits in May 2017.

COVID-19 has been detrimental to HIV/AIDS initiatives in Kenya. The virus has brought with it financial hardships, food insecurity, stress, and uncertainty. According to Zaman and Tsehau (2020), the conditions mentioned earlier promoted abuse, sexual abuse in homes and communities, HIV infections, and unintended pregnancies. Muhula et al. (2021) also add that HIV/AIDS patients have not consistently taken medication because of a lack of food and government restrictions.

## **2.8. Media Framing of HIV/AIDS in Kenya**

Kiptinness and Kiwanuka-Tondo (2019) investigated the HIV/AIDS frames used by the Daily Nation from 2011 to 2015. The study involved quantitative content analysis of 295 Daily Nation newspapers. The news frames obtained were classified into six categories which included: (1) Valence: A positive or negative tone on HIV, (2) Action Frame: Includes action taken against the spread of HIV such as distribution of condoms and provision of antiretroviral, (3) Victim Frame:

Includes stories where persons living with HIV are considered victims and often in need of assistance, (4) Severity of HIV/AIDS in Kenya: Includes stories that highlight statistics of HIV in Kenya, (5) Causes and Solutions: Articles which highlight the means of contracting HIV, prevention and management methods, (6) Beliefs about who is at risk: Articles describing those at risk of contracting HIV, such as adolescents, drug users, prostitutes and women among others. The action frame was popular because, within the study period, the government had launched several HIV/AIDS initiatives. The dominance of the victim frame, on the other hand, revealed the need to assist HIV-positive people. This study assisted us in categorizing our news frames. It also helped us identify similarities and differences in Kenyan media framing of the AIDS Pandemic in the 1980s and the early 2000s.

In another study, Machungo (2012) explored media coverage trends and articles on the AIDS epidemic in Africa by the New York Times, The Washington Post, and The Wall Street Journal between 1983 and 2008. The study examined content and trends in terms of (1) volume and diversity over time, (2) themes, (3) actors, (4) tones, (5) portrayal of the actors, and (6) distribution of the coverage within Africa. The results revealed (1) limited coverage, (2) simplification, over-generalization as well as the complexity of the epidemic and its coverage, (3) geographic distribution of the coverage that under-represents, over-generalizes and oversimplifies Africa, (4) the dominance of the coverage by U.S. based organizations and individuals, and (5) that the trends exhibit an evolution in thematic, spatial, temporal, contextual and agency characteristics of the epidemic as well as its coverage over time. Our study has a narrower scope than this study as its main focus was media framing of HIV/AIDS in Kenya by the Standard Newspaper. Furthermore, our study has a shorter timeline than this study as we focused on HIV/AIDS frames from 1984-2003.

In their analysis of the effects of media systems on African news coverage of HIV/AIDS, D'Angelo et al. (2013) performed a content analysis on articles from Kenya, Nigeria, South Africa, and Zimbabwe. The articles were published between 2002 and 2007. The findings revealed that the topic of social costs was framed more for the responsibility borne by nongovernmental agents than governmental agents across all coverage. Furthermore, prevention campaigns were framed more as progress than decline across all newspapers, and no impact of media systems on the framing of medical developments was found. Our study focused on media framing of HIV/AIDS solely in Kenya from 1984-2003. For future research, this study may help us identify and compare frames used in the coverage of the HIV/AIDS Pandemic in the year 2003.

Pitts and Jackson (1989) analyzed articles about HIV and AIDS in Zimbabwe newspapers from 1987 to 1988. The results showed limited coverage of AIDS prevention and transmission, indicating probable shortcomings of public awareness campaigns. It was also discovered that there were few articles with a local basis and personalized news. The researchers felt that this type of framing would promote laxity. The study concluded that Zimbabwe newspapers showed little of the sensationalist and prejudiced accounting of AIDS as found in some British press coverage. Although our research focused on a different country, Kenya, this study supports our claim that media may be prejudiced in the coverage of Pandemics. For future research, this study may enable us to compare the similarities and differences in the coverage of HIV/AIDS in Kenya and Zimbabwe in the 1980s.

Mogambi et al. (2013) investigated the role of newspapers in combating the HIV epidemic in Kenya. The study relied on content analysis of Daily Nation newspapers published in the year 2010. Findings of the research indicated that the print media in Kenya lack consistency in the coverage of HIV issues. Further, the prominence of HIV articles and a clear editorial policy on the

coverage of the epidemic that could guide a sustained and effective coverage method was lacking. This research agrees with our assertion that sometimes, journalists' choice of words is not appropriate in articles.

## **2.9. The Infection and Management of COVID-19 in Kenya**

On 31st December 2019, the first cases of the novel coronavirus were documented in Wuhan, China. Based on the alarming rate of spread, on 11th March 2020, the World Health Organization (WHO) declared the virus COVID-19 a global pandemic. From the onset of the virus, there have been global incidents of stigmatization on Asians, Africans, people with COVID-19 symptoms, and people who have recovered from COVID-19.

Kenya's first case of the virus was confirmed on 13th March 2020. The case was of a Kenyan who had travelled from the United States of America via London. Patient zero, or the first case, faced cyberbullying when her identity was revealed to the press. The Kenyan public accused her of colluding with the government and giving false information about her quarantine location and age. The virus was treated with so much suspicion and fear that infected people would request health officials to pick them away from their residences to avoid stigma from their neighbours. The public also avoided hospitals because of fear of infection. Kimani et al. (2020) state that the decrease in antenatal attendance, immunizations, and hospital deliveries, along with an increase in stillbirths during COVID-19, can be attributed to city lockdowns and curfews imposed by the government. Enforcement of COVID-19 protocols also led to a rise in police brutality in low-income areas. A teenage boy was shot dead on his balcony during a corona curfew crackdown, and commuters in the coastal city of Mombasa were assaulted by police officers at a ferry crossing an hour before curfew (Bearak & Ombuor, 2020).

Burial practices were affected by the virus. Like the HIV/AIDS pandemic, the dead were put in body bags before being put into caskets. A maximum of 15 family members was allowed to attend burials, and caskets would not be opened for viewing. Moreover, public health officials in personal protective equipment (PPE) were the ones who buried the dead. According to Mutethya (2020), Kenyans felt stigmatized by these practices and welcomed the revision of burial protocols by the Ministry of Health. The revisions were in line with the WHO's guidelines that stated that the dead should be buried with dignity.

On 7<sup>th</sup> April 2020, the Star, a Kenyan newspaper, published an article alleging that 17 members of parliament had tested positive for COVID-19. The article elicited many discussions on social media. The discussions revolved around corruption, poor leadership, and COVID-19 precautionary measures. However, the newspaper was accused by government officials and health practitioners of being sensationalist and malicious for publishing that story.

Mass vaccination began in March 2021, and as of May 2021, only 1.5 % of the population had been vaccinated. Kenya and other African countries had the lowest vaccination rates because western countries were hoarding vaccines, and a few countries and pharmaceutical companies had refused an I.P. waiver that would allow countries to manufacture vaccines.

### **2.10 Media Framing of the COVID-19 Pandemic**

Gabore (2020) explored Western and Chinese media representation of Africa in COVID-19 news coverage. The study involved content analysis of articles from CNN, BBC, France 24, CGTN, China Daily, and Xinhua websites. The articles were published between 23<sup>rd</sup> March 2020 and 29<sup>th</sup> March 2020. Overall results of the study suggested that Western media coverage of African events was not predominantly negative; and that Chinese media framing was uncommonly affirmative. The results also indicated that Western media also covered positive events in Africa in contrast to



the previous accusations for focusing only on disaster and conflict. Although this study focuses on framing by international media, its findings may help us compare Kenyan media framing of the COVID-19 Pandemic with international media's coverage of the Pandemic in the year 2020.

In their study on the mental health repercussions of COVID-19 news coverage, Su et al. (2021) investigated ways that traditional media reported on COVID-19 and how information on social media could lead to mental health issues. The study found that there was intentional spread of misinformation and disinformation through social media platforms by groups with ulterior motives. Furthermore, the study revealed that misinformation and disinformation could fuel public alarm, doubt, and distrust, with serious individual and financial repercussions. In regards to the framing of the COVID-19 Pandemic by traditional media, the researchers argue that some media organizations can produce biased news that can cause substantial mental health concerns among the public. This research supports our argument that media framing affects public perceptions.

Mutua and Oloo (2020) probed online news media framing of the COVID-19 Pandemic in international media. Using content analysis, framing, and consecutive day sampling, this study investigated the media coverage of the initial two months of the COVID-19 Pandemic by four international news media organizations, namely; BBC, CNN, Al-Jazeera, and the People's Daily. Sinophobia, crime, geopolitics, international relations, misinformation, and fake news, were the emergent themes that defined the angles from which the news media organizations viewed the Pandemic. The study observed that BBC, CNN, and Al-Jazeera news media coverage portrayed the disease outbreak as a Chinese issue, leading to stigmatization and Sinophobia on the Chinese by people from other countries for fear of contagion. This research supports our notion that how news is framed during pandemics can affect how we perceive the world around us.

Gui (2021) analyzed media framing of the COVID-19 Pandemic in Chinese social and cultural contexts by *Xinwen Lianbo*, one of China's established media. Findings revealed that the war metaphor was dominant because war metaphors are prevalent in Chinese culture. Culturally loaded metaphors such as “chess” and “combination blow” were also discovered. “Chess” refers to the Chinese chess game, *weiqi*, and “combination blow” refers to a technique in Chinese martial arts. The study concluded that framings by the Chinese mainstream media shaped what COVID-19 was, what parts people should play, and what actions could be taken. This study enriches our research by showing that further research can be done on how Kenyan social and cultural contexts shape media framing of the COVID-19 Pandemic by Kenyan media.

Thomas et al. (2020) investigated how Australian media attributed blame during the COVID-19 Pandemic. Newspaper articles from the Australian and the Sydney Morning Herald were sampled between 20th January and 31st March 2020. The results showed that instances of blame were scarce and implied using the cause and origin of the Pandemic. Furthermore, findings showed that the responsibility frame was not used until after the research period due to the perception of the pandemic as low risk by the media. This research states that the responsibility frame during Pandemics can also lead to stigmatization of minority groups and that media can mediate public behaviour. These two statements align with our assertion that media framing affects public perception and how society treats affected or infected groups.

### **2.11. Disinformation, Misinformation and Fake News during Pandemics**

In crises such as pandemics, media plays a vital role in shaping our understanding of what is happening around us. However, Tagliabue et al. (2020) note that in such situations, people find themselves overwhelmed with fake news and misinformation, which, for those without the right skills, can be complicated to digest. UNESCO (2018) defines disinformation as deliberate (often

orchestrated) attempts to confuse or manipulate people through delivering false information to them and misinformation as misleading information created or disseminated without manipulative or malicious intent. The organization further claims that disinformation and misinformation in mass media result from weak journalism, which arises from poor research or sloppy verification and manipulation by stakeholders.

### **2.11.1 Classification of Misinformation and Disinformation**

Wardle (2021) classifies misinformation and disinformation into seven categories:

1. Satire or parody: No intention to cause harm but has potential to fool.
2. Misleading content: Misleading use of information to frame an issue or individual
3. Imposter content: When genuine sources are impersonated.
4. Fabricated content: When new content is 100% false and designed to deceive and do harm.
5. False connection: When headlines, visuals, or captions do not support the content
6. False context: When genuine content is shared with false contextual information.
7. Manipulated context: When genuine information is manipulated to deceive.

During pandemics, media may publish information that falls under any one of the seven categories. Such information is dangerous as it can lead to stigmatization or violence against infected and affected people. Wong (2020) believes that headlines such as "Yellow Peril", "Chinese virus Pandemonium," and "China Kids Stay Home" in French and Australian newspapers during the COVID-19 Pandemic may have fuelled anti-Asian sentiments in Europe. In May 2015, the WHO published a manual on the best practices for naming new human infectious diseases. The manual aims to reduce the adverse effects of disease names on business, travel, tourism, or animal welfare and to avoid offending any cultural, social, national, regional, professional, or ethnic groups. The manual states that ailment names must not include geographic locations, people's names, species/class of

animals or food, cultural, population, industry, occupational references, and terms that incite undue fear. By using words such as Chinese virus in their headlines, the newspapers made the Asian population in Europe a target to stigmatization.

UNESCO (2018) adds mal-information as another category of misleading information. Mal information is the transfer of messages to cause harm to a person or an organization. These messages can be about a person's HIV status, sexual orientation, or financial status. Disclosure of such information is a violation of privacy and can lead to stigmatization of the affected groups.

### **2.11.2 Social Media and Fake News**

According to Ogola (2020), official misinformation by governments in Africa has led to distrust among the public regarding public health messaging. This distrust has led to reliance on fake news circulated on social media. Bernard et al.(2021) define “fake news” as the online phenomenon of spreading misinformation and disinformation masquerading as news or factual reports on social media. Borchers (2018) and Wendling (2018) claim that the term “fake news” was first used by Hilary Clinton on 8<sup>th</sup> December 2016 in a speech informing Congress of “an epidemic of malicious fake news and false propaganda on social media that could have real-life consequences”. Two days later, Donald Trump coined the term to mean news used by left-wing media to tarnish his name. “Fake news” creates fear that Ogola (2020) claims feeds existing attitudes relating to pandemics leading to the stigmatization of victims. Facebook, WhatsApp, and Twitter have been identified as significant conduits of fake news. Facebook has been identified as the worst and fastest spreader of fake news among the three social media platforms. It is alleged that fake news on social media during the 2017 Kenyan general election may have swayed the outcome of the elections. Cambridge Analytica, a U.K.-based consultancy firm, is accused of sponsoring Ads and campaigns on social media that influenced public opinion on the two presidential candidates, Uhuru Kenyatta

and Raila Odinga. In order to contain fake news, Facebook plans to verify the identity of its advertisers and the content of their advertisements before allowing them to post their ads. It also has third-party fact-checkers that identify, review and label false information. Regarding the COVID-19 Pandemic, Twitter, in its general guidelines and policies, declares that it will delete, apply a warning message to a tweet or suspend an account if a Twitter user is caught spreading false information regarding the Pandemic.

## **2.12 Public Perception and News Media**

Media framing of an event influences the audience's reaction to it (Holbrook & Kisamore, 2018, p. 93). Public perception is the attitudes that audiences form during and after consuming information from news media. According to Tsfati and Cohen (2013), prior studies identified three vital kinds of attitudes towards media outlets: they relate to trust in media (Kohring & Matthes, 2007), perceptions as to whether media favour or are hostile toward specific topics or groups (Vallone et al., 1985), and beliefs about how powerful media are and how they affect the self, other individuals, and society (Davison, 1983). Cho and Gower (2006) use the term "hysterical journalism" to define the process which media use over-dramatized information that influences audiences' feelings and has adverse effects on their views on the actors mentioned. Entman (2007) states that this form of bias occurs when framing in individual news reports and editorials are prejudiced against one side in a disagreement. He calls this phenomenon a news slant. Hayakawa and Hayakawa (1990) first coined the term slanting and defined it as the process of choosing information that is beneficial or detrimental to the actors in a story.

### **2.12.1 Criterion for Measuring Media Bias**

D'Alessio and Allen (2000) identified gatekeeping bias, coverage bias, statement bias, and bias by source selection as types of media bias. Gatekeeping bias occurs when media selects stories from

one party over another (D'Alessio & Allen, 2000). Coverage bias is when media gives one party more coverage over another. For instance, during general election campaigns in Kenya, some media houses have been alleged to be owned by or affiliated with certain political parties because of the nature of their news coverage. One political party may receive more airtime or be painted in a better light than the other. Coverage bias reflects the duration or space each news item is given (Quackenbush, 2013). Statement bias or narrative bias entails journalists purposely interjecting their personal opinions or anecdotal knowledge about the legitimacy of objective facts (D'Alessio & Allen, 2000). Quackenbush (2013) claims that journalists sometimes hide or leave out facts that go against their opinions to further their ideologies. Finally, bias by source selection involves journalists obtaining information from sources that support their ideologies or sources that intentionally communicate information that will support the journalist's or the organization's ideologies. A news network owned by climate change deniers may interview a scientist who supports their belief that climate change is not real.

### **2.13. Conclusion**

The two pandemics have some similarities even though they have occurred 36 years apart. News coverage of the first cases both led to discrimination. Kenya is a conservative country, and framing HIV/AIDS as a sex disease made society frown upon infected people. Fear of rejection and disgrace led to suicides. In the case of COVID-19, patient zero was bullied after her identity was revealed to the press. Some newspapers published articles that may have questioned the validity of her story. Therefore, the aim of our study was to evaluate how the Standard Newspaper framed the two pandemics, how the Kenyans perceived those frames and how the infected and affected coped with the effects of media framing.

## CHAPTER THREE

### MANIFESTATIONS OF MEDIA FRAMING IN PANDEMICS

#### 3.1 Introduction

This chapter delves into data presentation, which involves identifying, classifying, and illustrating generic frames. In the same chapter, data is analyzed and discussed using the tenets of the framing theory. Findings are also highlighted, and a conclusion is made on the presentation of the chapter.

#### 3.2. Illustrations of Media Framing in Pandemics

The data presented was drawn from the Standard Newspaper, and it concerned media framing of the HIV/AIDS Pandemic and the COVID-19 Pandemic. The data collected was presented in the form of tables which contained media frames and public perception of the two Pandemics. The media frames were classified according to Gabore (2020)'s summary of generic frames and the six categories acquired from research by Kiptinness & Kiwanuka-Tondo (2019).

The first objective of our study was to investigate media framing of the HIV/AIDS Pandemic and the COVID-19 Pandemic. Content analysis of the 100 Pandemic-related articles revealed seven common frames. They included: the severity frame, the action frame, the eminence frame, the assurance frame, the conflict frame, the impact frame, and the beliefs about who is at risk frame.

The tables below contain illustrations of the frames used by the Standard Newspaper in the coverage of the two Pandemics.

Table 3.2.1: The Severity Frame in the Framing of the AIDS Pandemic and the COVID-19 Pandemic

In the coverage of the HIV/AIDS and COVID-19 Pandemics, the severity frame highlighted the seriousness of the Pandemics using statistics and terminology. In table 3.2.1 below, statistics indicated the surge of infections and fatalities, and the number of people impacted by the

Pandemics. Words such as national disaster, alarming heights, and drastically expressed the gravity of the two Pandemics.

| Frame                 | HIV/AIDS Pandemic   | COVID-19 Pandemic   |
|-----------------------|---|---|
| The Severity<br>Frame | Since the first AIDS case was diagnosed in 1984, AIDS sufferers had risen to 9,000 in 1988, 12,000 in 1990, and now 17,000 this year.   | About seven Kenyans have been confirmed to have been infected with COVID-19. Globally, there were 254,801 as of the end of yesterday, out of which 10,447 have succumbed to the deadly virus.   |
|                       | By the year 2000, expenditure on AIDS victims will have completely overrun budgetary provisions allocated to the Ministry of Health, the Manager of the National AIDS Control Programme, Dr. Gilbert Jimbo, has said. Delivering a paper on the AIDS programme for the Kenyan Government and the United Nations Children's Fund (UNICEF), the Manager said the scourge will have caused more than one million orphans by the year 2005. | Evidence from other countries indicates that the number of infected people increases drastically in the second week following confirmation of the first case. Consequently, the next two weeks are extremely critical for this country. |



|  |   |   |
|--|---|---|
|  | <p>The vice-president and Minister for Planning and National Development, Prof. George Saitoti, yesterday said the dreaded AIDS was a national disaster...saying that AIDS was more than a personal tragedy, Prof. Saitoti told the participants that over 8000,000 Kenyans aged between 15 to 49 years representing over six percent of the productive population were HIV-positive.</p> | <p>Between March 12th and March 24th, corona cases rose from 1 reported incident to 25 cases, a 2,400 percent increase in 12 days. From March 24th to 28, Kenya recorded an increase of another 13 cases. A 58 percent increase in three days.</p>  |
|  | <p>The Government is closely monitoring AIDS (Acquired Immunity Deficiency Syndrome) disease. We are keeping our fingers crossed. Although there were signs that AIDS was here, the situation had not reached the alarming heights it had in the US. We are not hysterical about it.</p>  | <p>Kenya is entering a dangerous phase of the coronavirus pandemic that, if mismanaged, could see cases surge to 1,000 in 10 days, officials have warned. Authorities project that without drastic intervention to curb community infections, and if Kenyans drop their guard, cases could hit 1,000 by April 9th, rising to 5,000 by mid-April and 10,000 by the end of April.</p> |

Table 3.2.2: The Action Frame in the Framing of the AIDS Pandemic and the COVID-19

Pandemic

In table 3.2.2 below, the action frame appeared in the form of measures put in place to curb the two disease outbreaks. In the AIDS Pandemic, some of the measures included harsh sentencing for those who knowingly spread the AIDS virus, clemency for HIV-positive convicts, and the formation of a National AIDS Council for averting and controlling HIV/AIDS in the country. In the COVID-19 Pandemic, the Government suspended all public gatherings, set up at least 300 isolation beds in four South Rift counties and the High Court suspended sentencing inmates serving less than three years at Nakuru penal institution. De-congestion of prisons was a standard measure in the two Pandemics because the poor health and living conditions in prisons promoted the spread of viruses.

| Frame            | HIV/AIDS Pandemic  | COVID-19 Pandemic  |
|------------------|--|--|
| The Action Frame | Rapists who have the AIDS virus will get a sentence of life imprisonment, parliament resolved yesterday. The House resolved that anybody who deliberately infects unsuspecting Kenyans with the virus will also face the same sentence. The tough move on the killer disease came into effect when | The Government has suspended all public gatherings with immediate effect as Kenyans come to terms with the reality of the coronavirus case confirmed in the country. The suspension, as announced yesterday by Health Cabinet Secretary Mutahi Kagwe, will |

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|  | <p>the House passed a motion moved by Ndaragwa MP Mwangi Gichuki (DP) and seconded by Sirisia MP (Ford Kenya) John Munyasia.</p>   | <p>affect church services, political rallies, prison visits, and interschool games. However, schooling will still go on as per the calendar. Prison visits have been suspended for 30 days. Church services can go on if they provide sanitisers.</p>                     |
|  | <p>“Twenty convicted Acquired Immune Deficiency Syndrome sufferers have been granted clemency and set free.” Home Affairs and National Heritage Minister Francis Lotodo announced yesterday. “Cases of seriously ill prisoners will also be reviewed with the aim of releasing them” he added.</p> | <p>The High Court has suspended sentencing 143 inmates serving less than three years at Nakuru penal institution. According to judicial officials, the move is aimed at decongesting male and female jails at the Nakuru prison in the wake of the COVID-19 outbreak.</p> |
|  | <p>The Government will form a National AIDS Council for prevention and control of HIV/AIDS in the country by the end of the year. The National AIDS</p>  | <p>At least 300 isolation beds have been set up in four South Rift counties to handle COVID-19. According to health officials in Nakuru,</p>  |

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|  | <p>Committee vice-chairman, Dr. Sobbie Mulindi, said the council will be the highest body dealing with HIV/AIDS activities.</p> | <p>Kericho, Samburu, and Bomet counties, some 700 medical officers have also been trained in readiness for any eventuality.</p> |
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Table 3.2.3: The Eminence Frame in the Framing of the AIDS Pandemic and the COVID-19 Pandemic

The eminence frame was highlighted in instances where names of public figures and institutions were mentioned. In table 3.2.3 below, the former Minister of Health, Mr. Peter Nyakiamo; Nyeri Governor Mr. Mutahi Kahiga, and the Health Cabinet Secretary Mutahi Kagwe were mentioned. Institutions such as the WHO, the Kenya Medical Research Institute Wellcome Trust-Kilifi, and the Kenya Medical Practitioners and Dentists Council (KMPDC) were mentioned. Furthermore, we observed that in the HIV/AIDS Pandemic, the eminence frame did not include names of prominent people who had succumbed to the disease, while the eminence frame in the COVID-19 Pandemic did. We attributed this to the nature of the spread of the disease. The AIDS Pandemic was framed as a sex disease that affected homosexuals, prostitutes, and drug addicts, while the COVID-19 Pandemic was known as a viral disease that affected everyone.

| Frame              | HIV/AIDS Pandemic   | COVID-19 Pandemic   |
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| The Eminence Frame | We noted that the eminence frame included instances where public figures such as politicians, scientists, | The eminence frame appeared in instances where names of public figures who had died |

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| <p>institutions, and foreign media houses were mentioned in articles. For example, one of the articles sampled stated, “The Minister of Health, Mr. Peter Nyakiamo, gave the assurance yesterday when addressing a press conference attended by local and foreign journalists based in Nairobi. Also present was the Minister for Tourism and Wildlife, Mr. Andrew Omanga, and an Assistant Minister for Health, Mr. Henry Cheboiwo.”</p> <p>Another article mentioned the scientists who reported the first case to succumb to HIV/AIDS in Kenya. The first case was a Ugandan journalist admitted to the Kenyatta Hospital on August 18<sup>th</sup>, 1983, and died from the illness on May 8<sup>th</sup>, 1984. The article stated, “The case was reported by Drs. AOK. Obel, A.K. Sharif, E. Gitonga and W. Gitau of the University of Nairobi.</p> | <p>from the virus were mentioned. For example, the Standard Newspaper reported the deaths of Dr. Vladamir Schunkin, a bariatric general and laparoscopic surgeon; Dr. Robert Ayisi, a renowned pediatrician and, the death of Dr. Daniel Alushula who, according to the Standard Newspaper, championed the establishment of institutions to train orthopedic surgeons across Africa. The eminence frame also included reports of politicians who had recovered from the virus. The Standard Newspaper reported Nyeri Governor Mr.Mutahi Kahiga's three-week ordeal with the COVID-19 Pandemic. Mr. Kahiga, according to the Standard Newspaper, was the</p> |
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|  | <p>Commenting on the case, the panel observed that they wanted to alert medical practitioners to the possibility of AIDS occurring in Africans and to emphasize the point that no race may be exempted from this highly lethal syndrome.”</p> <p>International media houses were mentioned when the Kenyan Government denied reports on the severity of the disease in Kenya. For example, “Meeting the World Health Organization (WHO) Regional Director for Africa, Prof. Gotlieb L. Monekoso, Mr. Matiba dismissed a recent Washington Post report that AIDS had escalated in Kenya's lake region and people were dying; in their thousands, daily.”</p> | <p>first governor to speak publicly about his experience with the virus. The frame also appeared in cases where officials and organizations in the health sector were mentioned.</p> <p>Statements by President Uhuru Kenyatta, the Health Cabinet Secretary Mutahi Kagwe, and the Health Director-General Patrick Amoth were observed in the sampled articles.</p> <p>Furthermore, organizations such as the Kenya Medical Research Institute Welcome Trust-Kilifi, the World Health Organization (WHO), and the Kenya Medical Practitioners and Dentists Council (KMPDC) were mentioned.</p> |
|  | <p>Articles did not mention prominent people who were infected with or had died from the disease. Instead,</p>  | <p>Articles mentioned prominent people infected by the virus, recovered from the virus, and</p>  |

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|  | <p>general information was given about HIV-positive groups. The Standard Newspaper published headlines such as “382 KPA Employees are Suffering from AIDS”, “AIDS Bankrupts Nyeri Knut Branch”, and “Shock as Aids Kills Four PCEA Pastors.”</p> | <p>died of the virus. On April 4<sup>th</sup>, 2020, the Standard Newspaper reported the death of Kenya Airways pilot Captain Dauti Kibati who died from COVID-19 a week after evacuating Kenyans from the USA. On April 29<sup>th</sup>, 2020, the Standard Newspaper also reported the death of Bishop Silas Njiru, who died from the virus in a hospital in Italy. The Standard also reported the death of former Chagamwe MP Ramdhan Kajembe. The headline read, “COVID Kills Ex-MP, Wife, and Daughter in just One Month.”</p> |
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Table 3.2.4: The Assurance Frame in the Framing of the AIDS Pandemic and the COVID-19 Pandemic

In table 3.2.4 below, the assurance frame was used to affirm the public of their safety. In the HIV/AIDS Pandemic, the public was told that there was no proof that insects could spread the

disease, expectant women who tested positive for the virus were promised special care, and an international tour company assured Kenya that many of their clients still preferred Kenya as a travel destination, despite reports made by the BBC. President Uhuru Kenyatta, during the COVID-19 Pandemic, encouraged Kenyans by saying that the virus could be defeated. The Government also told Kenyans to remain calm and continue with their day-to-day activities. This statement from the Government informed Kenyans that although the virus was severe, it should not prevent them from living their ordinary lives.

| Frame               | HIV/AIDS Pandemic   | COVID-19 Pandemic   |
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| The Assurance Frame | There is confusion among the public about the spread of the disease. The disease is not as contagious as many people believe. There is no proof that the disease can be spread by blood-sucking insects like mosquitoes, tsetse flies, and fleas. | The Government would like to encourage Kenyans to remain calm and continue with their regular day-to-day activities but stay vigilant, keep good hygiene, observe self-quarantine where necessary under law and observe precautionary measures announced by WHO and the National Emergency Committee. |
|                     | The Government is aware of the dangers posed by the HIV1 virus, which is deadly. Tests are being  | When Kenya went on partial lockdown on March 16 <sup>th</sup> , 2020, President Uhuru told Kenyans,   |



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|  | <p>carried out on expectant mothers nationwide so that those who test positive can be given special attention during their pregnancy. It is the Government's desire to control the spread of the virus, which is transmitted only through sexual contact. This is why the Government has ordered that all blood for transfusion should be screened.</p>   | <p>“This Pandemic will test us, as it is testing all countries in every corner of the world. But I do not believe it will defeat us. If we pull together and everybody does their part, we shall overcome its worst impacts.”</p> |
|  | <p>In 1987, after the BBC published reports that AIDS was rife at the Kenyan coast, there were claims that foreign tourists were cancelling flights and hotel bookings at the coast. To allay these fears, Mrs. Primrose Stobbs, a London Director of Abercrombie and Kent, stated, “The Nairobi head office told us to assure our clients that Kenya remained one of the healthiest countries in the world to visit. But so far as we are concerned, there has</p> | <p>When the first recovery of the COVID-19 Pandemic was announced, President Uhuru Kenyatta stated, “We have registered one recovery of the patients. This is a clear indication that we can, and we will beat the virus.”</p>    |

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|  | <p>been no reaction whatsoever to the AIDS scare. We have not had a single inquiry from our clients, and no one has cancelled. Business is exceptionally good and this year will show a striking increase in our Kenya books from Britain and America. Abercrombie and Kent have sent more than 20,000 visitors to Kenya in the past two years, during which period the killer disease had received world publicity.”</p> |  |
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Table 3.2.5: The conflict frame in the Framing of HIV/AIDS and COVID-19

In table 3.2.5 below, the conflict frame was noted in disagreements between countries, citizens and the Government, politicians, and members of the public. The conflict frame aimed to highlight the mistreatment of Kenyans in foreign countries, the Government's mishandling of COVID-19 funds, and crimes committed by HIV-positive criminals. Mention of the accused’s HIV status may have given the impression that HIV-positive people were criminals.

| Frame              | HIV/AIDS Pandemic  | COVID-19 Pandemic   |
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| The Conflict Frame | <p>The conflict frame appeared in the form of disagreements between countries. Kenya told Britain to apologise to Kenya after the BBC published reports that AIDS was rife in Malindi and Mombasa. The Minister of Health, Mr. Nyakiamo, denied these claims and stated, “The Ministry is completely satisfied that tourists and other visitors can visit Kenya and enjoy the beauty of the country without undue risk to themselves. It is astonishing that Kenya is being given such adverse publicity by international media, yet it has a relatively small number of AIDS victims compared to some developed countries. Kenya, therefore, feels justified to conclude that the current journalistic and other public humiliation in the international media is nothing but a</p> | <p>The conflict frame appeared in the concern over the treatment of Kenyans and other Africans in China. There were claims that Africans were spreading COVID-19 in China. These claims were accompanied by images from China showing Africans being forcibly evicted from their homes and denied entry and services in public facilities such as shopping malls, hospitals, and eateries. The Chinese Ambassador to Kenya, Mr. Wu Peng, disputed those claims and stated, “ The videos did not tell the whole story. The Africans, some of whom do not have valid papers in the country, violated public health measures such as avoiding public gatherings and wearing masks. Later they showed symptoms of</p> |

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|  | <p>smear campaign against the good name of Kenya and the citizens of this country.”</p> <p>In another incident, the Kenyan Government protested the expulsion of Kenyan students in India for allegedly being HIV-positive. In a ministerial briefing in parliament, an Assistant Minister for health, Mr. Henry Cheboiwo, stated, “The Government views India's action with serious concern. The Health Minister, Mr. Peter Nyakiamo, has even summoned the Indian High Commissioner to Kenya to his office and demanded an explanation over the matter. So far, we have not received an official reply. The Government is also equally concerned over the overt publicity on foreign students in Indian newspapers and adverse effects it was having on Kenyan students who</p> | <p>infection, but they have already transmitted to the community.”</p> <p>The frame was furthermore observed in news stories regarding the missing COVID-19 funds.</p> <p>According to the Standard Newspaper, the Government had released Sh. 156.7 billion to jumpstart the economy but only Sh. 13.3 billion reached the pockets of ordinary Kenyans. The Standard Newspaper claimed that the remaining Sh.143.4 billion was stashed in banks by wealthy individuals and corporates. Treasury Cabinet Secretary Mr. Ukur Yattani denied this claim and stated that Sh. 38 billion was used to support the health sector, Sh. 5 billion was given to county governments, and the remaining Sh.157 billion was used to cushion the economy through programmes such as Kazi</p> |
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|  | <p>were being victimised and discriminated against on the basis of sensational reporting.”</p>  | <p>Mtaani. The former Prime Minister Raila Odinga sided with Government, and his show of support was questioned by Deputy President Wiliam Ruto and the Kenya National Union of Nurses. The Deputy President stated, “The pretentious (former) opposition, now turned Lords of corruption, attempted defence of the Covid grand larceny is not shocking.”</p>  |
|  | <p>The frame also appeared in instances that highlighted disputes among individuals. The Standard Newspaper reported a case of a man who was charged with an attempt to swindle money and goods from a member of the public. The man was not immediately sentenced because he claimed he was HIV-positive. The judge ordered the accused to take an HIV test which came out</p> | <p>The conflict frame appeared in the form of disagreements between the Kenyan public and the Government. There was public uproar when the Government, in February 2020, allowed a Southern China Airlines flight from Guangzhou to land at the Jomo Kenyatta International Airport. Unlike other countries that required passengers to quarantine in government isolation centers for 14 days, the Government allowed the</p> |

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|  | <p>positive, and sentenced him to 18 months in prison.</p> | <p>239 passengers to self-quarantine. Kenyans were afraid that this move would lead to the spread of COVID-19 in Kenya as the passengers were coming from China, the epicenter of the virus. According to the Standard Newspaper, two petitions were made by the Law Society of Kenya (LSK), and two medical doctors Dr. Joseph Mithika and Dr. Thiankunu Cyprian claiming that the Government was gambling with Kenyans lives by allowing the Chinese to enter. High Court judge Justice James Makau instructed Interior CS Sicily Kariuki, Transport CS James Macharia, and Foreign Affairs CS Raychelle Omamo to trace, examine, confine and quarantine the 239 passengers in a Kenya Defense Force (KDF) facility to protect Kenyans from the Pandemic.</p> |
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Table 3.2.6: The Impact Frame in the Framing of the AIDS Pandemic and the COVID-19 Pandemic.

From table 3.2.6 below, we noted that the HIV/AIDS Pandemic and the COVID-19 Pandemic had economic and social effects on Kenyan society. The Pandemics affected the education sector, the hotel industry, and the job market. In both disease outbreaks, many teachers died from the diseases. The hotel industry lost many of its workers to the HIV/AIDS Pandemic, while hotels made huge losses when the Government banned public gatherings during the COVID-19 Pandemic. In addition to this, both pandemics led to job losses. HIV-positive people were denied employment opportunities, while the COVID-19 Pandemic led to salary cuts and job losses due to lockdowns and the ban on public gatherings.

| Frame            | HIV/AIDS Pandemic   | COVID-19 Pandemic   |
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| The Impact Frame | The HIV/AIDS Pandemic had adverse effects on the lives of HIV-positive people and their families. In one of the articles, an HIV-positive man stated, AIDS is a costly disease. Any time I have some opportunistic infection, I do everything to attend to it. I have sold one shamba | The impact frame was observed in articles that covered the economic consequences of the COVID-19 Pandemic on Kenya. A potter from Kakamega whose business was affected by the Pandemic stated,“This business was started by our late father while we were |

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|  | <p>because I was not able to repay our AFC loan because of illness associated with AIDS. All my lifetime savings have gone into buying drugs. I had 50 goats but sold them one by one to buy drugs. The drugs are just too expensive—but I have tried.” The AZT drug, which is supposed to protect HIV-positive people from AIDS-related diseases, cost between Shs. 15,000 and Shs. 29,000 per month in 1994.</p> <p>Raphael Tuju, the columnist of the AIDS Watch section, researched the average cost of healthcare for HIV-positive people and made the following observations. “ If you are hospitalised at private hospitals like the</p> | <p>young. From it, we have been taken to school, but in the last few months, the losses we are posting are too huge to comprehend. The coronavirus has negatively affected us. Some people closed shop a long time ago when buyers stopped trooping in to buy their artwork. Marketing has been a challenge, and this is why we have been pleading with the county and national governments to help us address the issue.”</p> |
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|  | <p>Nairobi Hospital for about a month, you should expect to pay a bill of roughly Shs. 100,000 at the time of discharge. Unfortunately, with AIDS, your discharge is not that you have been cured. Your discharge simply means that this or that opportunistic infection that brought you to the hospital has been controlled. Some other infection will be putting you down sooner or later.”</p> |   |
|  | <p>Socially, the HIV/AIDS Pandemic led to an increase in AIDS orphans. Dr. Job Amolo, the chairman of the Kisumu District Health Management Board, summed the gravity of the situation by saying, “The massive intervention of HIV/AIDS</p>  | <p>Socially, the Pandemic led to an increase in suicides. According to the Standard Newspaper, police records showed 418 suicide cases between March and August 2020 compared to 421 reported for 2019. Rebecca Chelagat, a mental health</p> |

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|  | <p>infection in the last ten years has complicated all adverse conditions that have afflicted society. A new dimension is the great loss of an active, dependable population which has left an impoverished dependant population of children and the elderly. A grave situation we have to face! At the micro-level (that is the family level), the situation is desperate as we end up with closed homes when the father and mother die, leaving only young children who can not live alone.”</p> | <p>specialist, attributed the rise in suicide cases to the stress caused by the COVID-19 Pandemic. She stated, “Parents are stressed, and children are also stressed because they are not attending school. The nation is stressed. It is a situation that requires the Government to invest heavily in mental health. We now have a situation where even marriages are on the verge of collapse due to financial burdens.”</p> |
|  | <p>The HIV/AIDS Pandemic led to low productivity, job losses, and unemployment. A reader wrote to AIDS Watch-a column in the health</p>  | <p>The COVID-19 Pandemic led to unemployment and salary cuts. According to data from the Kenya National Bureau of Statistics (KNBS),</p>  |

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|  | <p>section that answered the public's questions on AIDS- detailing how he lost a job after testing HIV-positive. The reader wrote, "Dear AIDS Watch, three months ago I was lucky to secure a job after being jobless for five months. I negotiated a very good salary package and other good terms and conditions, which this employer accepted. But before I could be engaged, I was sent for various medical tests, including an HIV test. Unfortunately, the results showed that I am HIV-positive. The employer has now refused to give me the job. When the doctor gave me the results, I was speechless."</p> | <p>the number of unemployed Kenyans shot up by more than half to 4,637,164 between April and June, from 2,944,724 in the January-March period. The data also revealed the following findings:</p> <p>The number of economically inactive Kenyans- sick people, students, and retirees- increased by 1 million to 9,774,700.</p> <p>904,147 youth between the ages 20 and 34 fell out of the job market.</p> <p>816,439 people above the age of 35 lost jobs.</p> <p>At least 620, 679 people between the ages of 25 and 29 lost their jobs.</p> |
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|  | <p>Unemployment was blamed for fuelling the spread of the HIV/AIDS Pandemic.</p> <p>According to Dr. Sobbie Mulindi, the National Aids Committee vice-chair, idleness contributed to the involvement of the unemployed youth population in drugs and promiscuous lifestyles.</p> <p>Other AIDS experts blamed Kenya's education policy that made young people stay home for months or years before joining universities and colleges for promoting the virus's spread.</p> <p>led to job losses and unemployment.</p> | <p>1,841,918 Kenyans were actively looking for employment.</p> <p>The unemployment rate increased to 10.4 percent in the second quarter of 2020, compared to 5.2 percent recorded in the first quarter.</p> <p>Due to the COVID-19 Pandemic, Kenya Airways was forced to reduce 65% of flights. Mr. Allan Kivaluka, the airline's chief executive, stated that to enable the airline to continue with its operations, he and Kenya Airways staff would have to take temporary pay cuts and unpaid leave to prevent employees from losing their jobs.</p> |
|  | <p>The education sector was affected because a large</p>  | <p>The education sector was affected as schools were</p>   |

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|  | <p>number of teachers were dying from the virus. On February 10<sup>th</sup>, 2000, the Teachers Service Commission (TSC) instructed all district and municipal education officers to provide a monthly list of teachers who were too weak to perform their duties and the number of teachers who had passed away from the disease. In a circular to the educational officers, the TSC justified this directive by saying, “The TSC is not in a position to assess the impact of HIV/AIDS on the number of teachers because the casualty returns only indicate that the teachers have passed away. The death certificates normally take a little longer</p> | <p>closed to curb the spread of the virus. Lporos Primary School in Samburu, Kolanya Boys High School in Busia County, Mama Ngina Girls High School, Tononoka Boys Secondary High School, and Star of the Sea Girls Secondary School in Mombasa County were shut after teachers tested positive for COVID-19.</p> <p>Data from the teacher's medical insurance scheme revealed that between March and November 2020, 36 teachers had died from the COVID-19 Pandemic. The Kenya Union of Post Primary Education Teachers (KUPPET) Secretary-General Akello Misori stated that the teachers who had</p> |
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|  | <p>to be received, and even they may not indicate the deaths of the teachers are HIV/AIDS-related. In view of the seriousness of this problem and the need to keep track of the trend of teacher numbers, it has been decided that you be asked to provide statistics on the effects and impact of HIV/AIDS in your district/ municipalities on a monthly basis. The statistics should indicate how many teachers may be too weak to continue performing their duties and how many passed away in the previous month.”</p> <p>In 2001, Kenya’s late former President Moi stated that 18 teachers died daily from HIV/AIDS. In the same year, Professor Ochola Ayayo, the</p> | <p>succumbed to the virus had pre-existing conditions.</p> <p>According to the Kenya Secondary School Heads Association (KESSHA) chairman Kahi Indimuli, 15 principals had died from the virus.</p> |
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|  | <p>Director of the Institute of Population Studies and Research, at a Global Leadership Training Programme stated that the University of Nairobi lost at least two individuals per month to the disease.</p> |   |
|  | <p>The hotel industry was hard hit by the HIV/AIDS Pandemic. According to Nyali Beach Hotel general manager Mohammed Hersi, many industry workers had died of complications associated with the disease.</p> | <p>The service industry was the hardest hit by the COVID-19 Pandemic. The ban on public gatherings led to the closure of hotels and entertainment spots. The sealing of borders reduced the number of flights coming into the country, which affected the hotel and tourism industry.</p> |

Table 3.2.7: The Beliefs about who is at Risk frame in the Framing of the AIDS Pandemic and COVID-19 Pandemic.

From table 3.2.7 below, in the HIV/AIDS Pandemic, foreigners, commercial sex workers, and homosexuals were perceived to be at risk of contracting the disease. Foreigners were perceived as

a high-risk group because Kenyans believed that AIDS originated among homosexuals in the US. In the COVID-19 Pandemic, visually impaired people, people living in slums, truck drivers, health workers, police officers, and prison warders were considered vulnerable groups. Visually impaired people were at risk because they relied on touch and could easily come into contact with contaminated surfaces. Regular handwashing and social distancing are ways people could avoid contagion; however, people living in slums did not have access to water or space to practice social distancing. Truck drivers, police officers, and prison warders interact with many people on a daily basis and are prone to catching the virus. Health workers might catch the virus when attending to sick patients.

| Frame                                  | HIV/AIDS Pandemic  | COVID-19 Pandemic  |
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| The Beliefs about who is at Risk Frame | At the beginning of the HIV/AIDS Pandemic, the disease was perceived to be a disease that affected foreigners. When Western press reported that AIDS was rampant in Africa, Mr. Simon Shitemi, the Permanent Secretary at the Ministry of Health, told Reuters, “ Just three people have died in this country, all | People living with special needs were considered vulnerable to the COVID-19 Pandemic. According to Mr. Anderson Gitonga, the Executive Director of United Disabled Persons of Kenya, the visually impaired were the most affected group among people living with special needs. He said that the visually impaired were at |



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|  | <p>of them expatriates. You can't call this rampant. There is an element of racism in all this. AIDS surfaced in the US, but now they are saying there is an African AIDS. If the source of AIDS was Africa and one-tenth of the population are infected, why are Africans not dying in large numbers, such as is being experienced elsewhere?"</p> | <p>risk because they relied on their sense of touch to find their way and identify objects. A visually impaired person who gave an ordeal of her experience with the COVID-19 Pandemic stated, "I cannot keep social distance and avoid touching surfaces when I am outside. I rely on my daughter on almost everything I do. That puts me at risk of contracting the virus since I cannot observe social distancing. Since I have no sense of sight, the sense of touch and instincts are my only guide."</p> |
|  | <p>Commercial sex workers were thought to be at risk. A member of the public stated, "There are no reasons to justify prostitution. God has</p>   | <p>Truck drivers, health workers, police officers, and prison warders were considered part of the vulnerable groups to the</p>   |

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|  | <p>given every person a talent that each of us should exploit. In fact, the Government should ban prostitution. There should be a regular check on prostitutes to keep the disease under control.”</p>   | <p>COVID-19 Pandemic because of the nature of their work. To control the spread of the virus in correctional facilities, the National Council on the Administration of Justice (NCAJ) released 11,000 petty offenders and convicts who were about to complete their respective jail terms.</p>  |
|  | <p>Homosexuals people were thought to be the main group affected by the HIV/AIDS Pandemic. In a Ministerial Statement, the Minister of Health, Mr. Peter Nyakiamo, stated, “The commonest sufferers of AIDS are people with unusual sexual behavior, mainly homosexuals and their contacts. Seventy percent of</p> | <p>People living in slums were perceived to be at risk because of a lack of access to clean water for washing hands and space to practice social distancing. A resident of the Mukuru Slum in Nairobi stated, “It is not possible for us to separate a child from another in case of any infection. We don't have any space. There are no</p> |

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|  | <p>the AIDS victims acquired the disease through homosexuality; five percent by normal sexual intercourse (heterosexual); 17 percent by intravenous injection of drugs, as is common with drug addicts, with transfusion contributing less than one percent of the known cases.”</p> | <p>rooms here. The government should take the infected people to hospital.”</p> |
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The second aim of our research was to identify public perception of news framing of the AIDS and COVID-19 Pandemics by the Standard Newspaper. Table 3.2.8 below contains the public perceptions identified for each frame and their illustrations in the coverage of the two Pandemics.

Table 3.2.8: Public Perceptions of Media Framing of the HIV/AIDS Pandemic and the COVID-19 Pandemic

From table 3.2.8 below, we observed that concern, discontentment, fear, and denial were common perceptions of the generic frames used. Furthermore, we observed that the two pandemics were perceived as foreign diseases and punishment from God. The belief that the two disease outbreaks were foreign diseases stemmed from the notion that the HIV/AIDS Pandemic originated from America and the COVID-19 Pandemic from China. The public viewed the pandemics from a religious perspective because the majority of Kenyans are Christians.

| No. | Frame              | Public Perception | HIV/AIDS Pandemic   | COVID-19 Pandemic  |
|-----|--------------------|-------------------|---|--|
| 1.  | The severity frame | Fear              | <p>Although experts have assured us there is no evidence this dreaded and hitherto incurable pestilence is spread by insect bites; one thing is clear: blood-to-blood contact is one sure method for transmission of AIDS. It is difficult to believe that the use of unsterilized needles by drug users would spread the disease while a mosquito or flea bite could not. To allay our fears, let the experts give us sound scientific reasons why AIDS cannot be transmitted through blood-sucking insects.</p> | <p>Kenyans deserve nothing but the truth about coronavirus to help stem spreading panic. There are too many theories out there that do not help. How true is the claim that the virus is not transmitted through air that it gets into the body through membranes, namely the eyes, nose, and mouth? If coronavirus is a respiratory disease, surely, can't air transmit it? Is it also true that face masks pose even greater danger of infection if improperly used in susceptible</p> |

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|  |  |        |  | environments?<br>Someone, please help confused Kenyans.   |
|  |  | Fear   | Can this be AIDS? I am a single lady aged 23 years. I have a cold that has lasted for one and a half months. I also cannot breathe properly. I feel as if there is something blocking my windpipe, and as a result of this, I sometimes get headaches and chest pain. I have not yet seen a doctor. Can you be of some help? I am worried. | As you walk on the streets of Nairobi, you are bound to witness a person with a mask on, and you wonder if they know something you do not. A certain percentage of us are hypochondriacs, people who fear that diseases will afflict them. Well, the use of masks widely is not called for now. |
|  |  | Denial | In my opinion, and I don't care what anybody else says, the dreaded disease AIDS does not exist! It is just a moralist scare. What do its creators expect of the   | The Government has sometimes acted in ways that play into the hands of those who claim COVID-19 was a hoax, even though it isn't.   |

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|  |  |        | <p>unmarried who have to do a bit of sampling before settling for one? Mr. Editor, our health authorities should show us photographs of victims. Let us know AIDS patients' wards so that the majority may have a clue of its actual existence. Otherwise, all these posters and political verbiage is all hogwash.</p> | <p>Kenyans recall that in recent times, because of COVID-19, burials were conducted by fully kitted out medical staff in the presence of not more than 15 mourners. Corpses could spread the virus, the Government warned. Then out of the blue, the Ministry of Health now says dead bodies are not infectious! What took them so long to discover this?</p> |
|  |  | Denial | <p>The cause of AIDS seems to be exaggerated by scientists. The Ministry of Health tells us that fever, prolonged cough, shortness of breath, and skin diseases are some of the symptoms</p>  | <p>Travel upcountry revealed to Palaver that while in some areas people take the threat of coronavirus seriously, others don't. From a loud conversation on a</p>   |

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|  |  |                 | <p>of this dreaded disease. I am not a doctor, but I think these are diseases of their own, and they are not associated with AIDS. Sweating at night is normal to most people, and there is no way somebody can confuse us that these are symptoms of AIDS.</p> | <p>shuttle, there are those who still believe COVID-19 is a prank to keep people away from social places. Indeed, in many places, large gatherings could be seen at bus stages, waiting for matatus having just come from attending funerals. Public awareness through counties must be stepped up; otherwise, people could make matters worse through ignorance.</p> |
|  |  | Foreign disease | <p>It would be justifiable to strongly inform the Western countries that we Kenyans were not born yesterday and have in our possession in-depth information on the</p>  | <p>At the initial stages, our focus was mainly on keeping the virus out of the country rather than turning focus on preparedness and</p>  |

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|  |  |                 | <p>originality of AIDS.</p> <p>Without speculation and regardless of how the West would react, the dreaded killer disease originated from the United States of America and was further widely spread among the country's homosexuals.</p>    | <p>mitigation. This was thought to be a Chinese disease; hence our major concern was with flights and travelers from the Asian country. By doing this, we may have delayed the vulnerable population's safety.</p>  |
|  |  | Foreign disease | <p>On behalf of all Kenyans, I am appealing to the Government to tighten security on borders because AIDS has reached Tanzania and has claimed many. The Government should start inspecting tourists and people coming into the country.</p> | <p>Two days ago, 16 Chinese nationals were caught trying to sneak into Kenya from Tanzania through the Lunga Lunga border entry point. It is assumed the fellows avoided the Jomo Kenyatta International Airport to evade screening for COVID-19 and attempted to sneak</p> |



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|  |  |              |  | <p>into the country by road.</p> <p>Isn't it bad enough that coronavirus, whose origin is in China, has caused panic across the world without these Chinese nationals trying to add to our miseries by putting more Kenyas at risk should it turn out they have the virus?</p> |
|  |  | Impartiality | <p>If one is married and his/her partner gets the disease; they should not divorce because since they love each other, they should live together in times of happiness and even in times of problems and need.</p> <p>AIDS is like a disease like any other.</p> | <p>Coronavirus does not discriminate based on age, gender, race, or class. We should come together. The fortunate should extend a hand to those who are struggling. Stop hoarding and sell at reasonable prices. We can get through this</p>                                   |

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|  |  |       |   | better if we work together.   |
|  |  | Moral | <p>“Who knows, the world could be coming to an end. God works wonders, and there's evidence to show that man has come short of the glory of God. The world has become the Bible's Sodom and Gomorrah. The only thing left is turn to the Lord.”</p> <p>Other readers felt that following Bible teachings was a way to prevent the spread of HIV/AIDS.</p> <p>In another letter, a reader stated, “So, the best preventive technique to AIDS or any venereal disease is following Bible counsel regarding sex: avoid immoral intercourse</p> | <p>From the locust invasion to the COVID-19 Pandemic, I feel like we are reliving the Exodus stories in the Bible that spoke of human destruction as a punishment for disobeying God. The only difference is that this time, we are our slave owners. There are no Egyptians to suffer the plagues. With these misfortunes, it's upon us humans to reflect and see where we went wrong. Among those who should reflect are churches. I mean, the church is a safe haven</p> |

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|    |                  |         | <p>and have sex only with your marriage mate. 1</p> <p>Corinthians 6:18 says, “He that practices fornication is sinning against his own body.” Hence, dreadful diseases are what we reap by our immoral conduct.</p> <p>Let us do the right thing, at the right time and with the right person.</p> | <p>for us all when we start getting scared and thinking maybe this is an apocalypse, but the church in itself is rotten to the core. All kind of sin is found in the modern church, from greed for worldly wealth to lust for the human flesh. Still, we remain silent and continue with our normal church activities.</p> |
| 2. | The action frame | Concern | <p>We welcome the Government's statement on the extent to which Acquired Immune Deficiency Syndrome (AIDS) exists in Kenya. So far, the disease has been discussed widely among the public, but without official</p>  | <p>The sad reality is that coronavirus has thrown the world into a total spin, and there is little mankind can do at this stage except for grope in the dark to find a solution. Victims of COVID-19 are now</p>   |

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|  |  |         | <p>acknowledgment that it has reached Kenya. The reasons for this are understandable: the inability of researchers to find a cure for the disease so far has created fear about it which could easily be exploited. However, keeping information about the disease a secret does not reassure members of the public; instead it, fuels speculation that there is something to hide.</p> | <p>being forcibly buried under the supervision of government officials in the middle of the night, and worse still, without a coffin, as the Siaya case shows. In Egypt, a dead body sparked protests after people living next to a cemetery refused to allow it to be interred there, fearing they would be infected. Bad times indeed!</p> |
|  |  | Concern | <p>On behalf of all Kenyans, I am appealing to the Government to tighten security on borders because AIDS has reached Tanzania and has claimed the lives of so many people. The Government should start inspecting people</p>   | <p>Though the COVID-19 emergency fund is a good idea, my biggest concern is whether the amount allocated for needy Kenyans will be adequate. It is doubtful that the money allocated to cushion the</p>  |

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|    |                          |                             | <p>coming into the country.</p> <p>Tourists should also be checked for this deadly disease.</p>   | <p>vulnerable and poor population across the country will be put to good use. Chances are that most of the money will be diverted by our leaders. What parameters will be used to list the needy? There are many concerns that should be addressed first. Thereafter, I will support the initiative.</p> |
| 3. | The<br>eminence<br>Frame | Impartiality &<br>Disbelief | <p>Anybody can suffer and die of AIDS. Stars, Lords, and millionaires have died of it, and nobody is an exception.</p> <p>Many could be having it since the incubation period varies between six months and five years, and if it dates as far back as 1982, there is a likelihood of</p> | <p>When I heard that 17 members of parliament had tested positive for coronavirus, two questions came to my mind. Is this story true? If yes, why did the Government fail to disclose this information to the public? Given that</p>   |

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|  |                           |                                 | <p>many other cases coming up.</p>   | <p>COVID-19 is a highly-infectious respiratory disease, the disclosure would help Kenyans to take precautionary measures whenever they interacted with their lawmakers. This would send a clear sign that COVID-19 was not sparing anyone. Kenyans would no longer take lightly reports that some top-notch leaders and their close family members in other parts of the world had been infected.</p> |
|  | <p>The eminence frame</p> | <p>Concern &amp; Discontent</p> | <p>The recent report that HIV-related cases at the Kenyatta National Hospital make up to 50 percent of the total bed occupancy was</p> | <p>Must politicians put their names to each and everything they touch? Why do they find it impossible to work</p>   |

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|    |                     |                        | <p>a sobering reality about AIDS. Being our national referral institution, the Kenyatta case shows how widespread the disease is in our country. A lot more needs to be done to arrest the high rate of infection.</p> | <p>silently, unobtrusively just for once, especially now that we are worried more about cleanliness to avoid contracting the dreaded coronavirus than knowing which politician did what? It is insulting that some leaders now seek political mileage from donating sanitizers and water containers that are emblazoned with their pictures, names, and full titles. Come on, give us a break, please!</p> |
| 4. | The assurance frame | Concern & Impartiality | <p>During the last few months, we have heard of cases of AIDS in various hospitals of which doctors and specialists have confirmed. Eventually, there are a few</p>  | <p>This is not the time to discriminate or speculate. COVID-19 is not a death sentence. Of the 220,313 cases, almost 40 percent, or</p>  |

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|  |  |            | <p>individuals countrywide who are neither doctors nor do they excel in that field of medical science, but whose “job” is to preach to the public the terrible effects of AIDS, thus subjecting the whole public to unnecessary fears and nervousness. However, we would like the authority concerned to enlighten us on various measures which can be taken to curb this catastrophic ailment.</p> | <p>85,769, have recovered. Only four percent, 8,981, have succumbed to the disease. This is not a call for complacency but understanding. An understanding that if we apply the right control measures to this crisis, we will defeat it. As President Uhuru Kenyatta said, we have faced a greater crisis; we will defeat it.</p> |
|  |  | Discontent | <p>Medical and other professionals dealing with the dissemination of AIDS information are realising the need to look for more appropriate ways to do this. Previously, the public has been bombarded with</p>   | <p>Although there is no cure for coronavirus, the Centre for Disease Control and Prevention indicates that coronavirus is treatable. As such, it is not the death penalty. Globally,</p>   |



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|    |                    |                | <p>information that spelt doom and preached fire and brimstone for those who did not adhere to what the experts said were safe sex practices that would protect those who heeded the message from the dreaded disease. Now, it has been realised that this way is counterproductive and could even misfire.</p> | <p>thousands of patients have fully recovered from the virus and joined their families. Let us spread hope.</p>   |
| 5. | The conflict frame | Discontentment | <p>Since this disease was discovered, a lot has been said about it. One is its origin, how you can get it, and how you can avoid it. Now, this issue has been turned political by some countries in especially Europe and Asia. Some time ago, India expelled three Kenyan students</p>                         | <p>The Government came under fire when a China Southern Airlines plane landed at Nairobi's Jomo Kenyatta International Airport with over 230 passengers in February. At the time, other countries had banned air travel because of COVID-19. A CS</p> |

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|  |  |  | <p>studying there who were found to be having the AIDS virus. This expulsion was given a lot of publicity, something which could have been settled in normal diplomatic channels, and in that way, both sides would have been served without embarrassing Kenyans. Britain was not left behind, for it banned its 500 parachuters regiments from going to Mombasa or Malindi in fear that they might contract AIDS from local prostitutes. Following this ban, many tourists canceled their bookings in Malindi and Mombasa...let those behind this campaign know that AIDS is everywhere, and a great</p> | <p>defended the move by saying it was all about commercial interests. Now that there are reports that Kenyans in China have been forced out of their houses to live on the streets, what happened to the “commercial interests”? The Government should bring back these Kenyans while reassessing its relationship with China. It is that simple.</p> |
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|  |  |                | <p>number is to be found in Europe and especially in Britain, where last year 293 deaths were reported compared to 39 here in Kenya out of which some were foreigners.</p>   |   |
|  |  | Discontentment | <p>In Kenya, AIDS became a disaster the day the Government buried its head in the sand and pretended that HIV had not come to Kenya to stay. Disaster struck when the Kenya Government pretended that even if there was AIDS in Kenya, it would not kill Kenyans. That was the day Kenyans hushed up news about AIDS in Kenya to convince tourists that the country was AIDS-free.</p> | <p>The contempt with which the bureaucracy holds the Kenyan public was in full view on the day that a planeload of passengers from China landed at the Jomo Kenyatta Airport and the passengers allowed into the country, the only requirement being that they “self-quarantine.”</p> |

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|    |                  |         | Tourist dollars were put above the lives of Kenyans.  |   |
| 6. | The impact frame | Concern | Much has been said about AIDS, which has instilled dread in many, and you find that people do not want to shake hands with everybody for fear that they might catch AIDS. Others express fear that they do not want to eat in hotels because they have the conception that the AIDS virus could be left in badly washed utensils. Others fear that sweaty seat marks in buses, matatus, and other places could be carrying the AIDS germ. | While there have been reports of amazing sacrifices by health workers in response to the growing coronavirus cases in the country, there have also been breaking news of those who have been forced to flee health facilities for fear of contracting the virus. Last month, in Makeni County, five Chinese patients who were driven to Makindu Sub-County Hospital unwittingly caused a spectacle as health workers scuttled for safety. More than that, last week, doctors at a |

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|  |                         |                 |  | <p>Kakamega hospital ran from a patient who exhibited symptoms associated with COVID-19. These two cases are grim reflections of the working conditions that health workers have been subjected to in recent times.</p>  |
|  | <p>The impact frame</p> | <p>Positive</p> | <p>Before I hit my point, I must congratulate the Standard Newspaper on its excellent performance on AIDS awareness. I had not taken it seriously until I saw a person, if not a skeleton, dying of it. Before he died, he told us that it spares neither the old nor the poor- not even the unborn. I am talking about this monster AIDS.</p> | <p>It is better to engage learners through radio teaching for the duration of the lockdown than do nothing at all. Children are at home to avoid the spread of the novel coronavirus; thus, confining them in their homes will, in a big way, help contain the spread.</p> |

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| <p>7.</p> | <p>The beliefs about who is at risk frame</p> | <p>Disdain &amp; Concern</p> | <p>Mombasa, Lamu, Malindi, and other coastal towns have a record of homosexuals, sodomy, and catamites, and if AIDS were to hit, then these places would be the first to be affected. If you happen to walk along the Kibokoni area, you will no doubt come across some lazy-looking men who use make-ups, seat themselves in corridors, and look like women. You should not be surprised to hear them talk about their husbands with feminine tones. They do not feel ashamed wearing petticoats or lessos. The world is a funny place. If swoops were to be carried out, police should visit such</p> | <p>Kenya's fight against coronavirus has been commendable. Besides the Government's introduction of travel restrictions and random screening, it has been persistent in sharing preventive and hygiene information as well as updates on new scientific findings as the Pandemic evolves worldwide. But when communicating coronavirus advisory information to the public, we have forgotten about people living with disabilities (PWDs), yet they also have the right to proper healthcare and</p> |
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|  |  |                          | places where they will definitely find male prostitutes. Thus preventing possible outbreak of AIDS would be better than curing it.   | information pertinent to their social wellbeing.   |
|  |  | Impartiality and concern | Despite ups and downs in our country, many professionals have been left untaxed. Some of the professionals have stayed in business for quite a long time, and many of them have, in fact, advanced financially. Examples of such businessmen and women are drug dealers and prostitutes. All the Government has done is to try to control drug dealing activities but has failed to curb prostitution. Prostitutes should be taxed | Congestion can lead to the outbreak of diseases, hence the advisory by health experts for people to avoid crowds and keep a respectable distance from each other in the fight against COVID-19. The situation is dire in our prisons, where inmates can easily contract communicable diseases like tuberculosis. One way the authorities can fight this latest health menace is by releasing |

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|  |  |  | <p>so that they can participate directly in nation-building.</p> <p>The Government would get a lot of revenue to finance most of its development plans in so doing. In any case, prostitution is not all that bad if it could be appropriately organized.</p> <p>Prostitution brings in a lot of foreign exchange.</p> | <p>petty offenders to create space in our prisons.</p> <p>Right now, if a new prisoner who has the virus is taken to the cells, all other inmates could be affected.</p> |
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**3.3 Data Interpretation and Discussion**

In this segment, the information presented was analyzed and discussed in relation to the aims of our research. The first aim of our research was to investigate the Standard Newspaper’s framing of the HIV/AIDS and the COVID-19 Pandemics. The data analyzed revealed that seven generic frames were present in the framing of the two Pandemics. Table 3.3.1 below shows the frequency of each frame in the reporting of the AIDS Pandemic and the COVID-19 Pandemic.



Table 3.3.1: Frequency of Generic Frames Used by the Standard Newspaper in the Coverage of the HIV/AIDS Pandemic and the COVID-19 Pandemic

| No. | Frame                           | HIV/AIDS Pandemic | COVID-19 Pandemic |
|-----|---------------------------------|-------------------|-------------------|
| 1.  | Eminence                        | 36                | 36                |
| 2.  | Severity                        | 23                | 21                |
| 3.  | Action                          | 14                | 22                |
| 4.  | Assurance                       | 10                | 9                 |
| 5.  | Conflict                        | 7                 | 3                 |
| 6.  | Beliefs about who<br>is at risk | 7                 | 2                 |
| 7.  | Impact                          | 2                 | 7                 |
|     | TOTAL                           | 100%              | 100%              |

In the table above, the eminence frame, the severity frame, and the action frame were dominant frames in the coverage of the two disease outbreaks. The three frames were dominant because they contained incidence rates of the pandemics, efforts various government officials and organizations were taking to curb the spread of the Pandemics, and names of people who had succumbed to the diseases. In the articles sampled, the impact frame (2%) was the least used in the framing of the AIDS Pandemic, while the beliefs about who is at risk frame (2%) was the least used frame in the framing of the COVID-19 Pandemic.

### 3.3.2 The Eminence Frame

The Standard Newspaper used the eminence frame to highlight prominent figures such as politicians, medical officials, and well-known establishments. We observed that the WHO, KEMRI, and the Kenyatta National Hospital frequently featured in the framing of the two disease outbreaks. The mention of organizations such as the WHO, KEMRI, and the CDC reinforced the validity of the information being conveyed because the organizations are well known by the public. In the HIV/AIDS Pandemic, names of public figures who had succumbed to the disease were not mentioned. In the 1980s, AIDS in Kenya was framed as a sex disease, and due to the nature of its spread, people feared the stigma and shame associated with it. We noted that the church, which was supposed to be empathetic to the plight of HIV-positive people, harbored feelings of contempt towards them. At a funeral service, one of the leaders of the PCEA church, revealed the identities of three PCEA pastors who had died from HIV/AIDS. He further described some pastors as mere pretenders hiding behind cassocks and church cloaks and asked church members to keep an eye on them. Disclosure of the pastors' identities was insensitive as it may have exposed their families to stigma. We also noted that in the two pandemics, religious leaders were not cooperative. In the HIV/AIDS Pandemic, religious leaders were against the introduction of sex education in primary schools, while in the COVID-19 Pandemic, religious leaders broke the Government's COVID-19 protocols. Some leaders were caught secretly opening places of worship to the public and others flouting self-isolation guidelines. The Standard Newspaper did a poll that asked the public if churches are the weak link in the war against the COVID-19 Pandemic, and a reader who answered yes, stated:

“To some extent, the church has impeded the Government’s war against COVID-19. Over the weekend, some church leaders defiantly continued to lead their flocks in services despite

government warnings. Some clergymen and women vowed to continue with prayers in their respective churches. This is not only unfortunate but irresponsible of people who are considered to be leaders of the flock”. However, some people disagreed with this notion and claimed that church leaders had been great partners of the state in the fight against COVID-19.

On the other hand, the eminence frame in the framing of the COVID-19 Pandemic highlighted names of public figures that had recovered or died from the virus. The Standard Newspaper reported the death of Captain Dauti Kibati, a KQ pilot who contracted COVID-19 while evacuating Kenyans from the USA; the deaths of Dr. Vladamir Schunkin, a bariatric general and laparoscopic surgeon and, Dr. Robert Ayisi, a renowned pediatrician. News on the demise of public figures was an indication to the public that everyone was vulnerable to the virus. A reader stated, “In the space of just one week, we have lost three musicians of world acclaim. First was Kenny Rogers, whose family said he died of natural causes. Before country music fans could assimilate that, those among them who love Lingala music were hit by news of renowned Congolese musician Aurlus Mabele’s death in Paris. The cause? Coronavirus. While still coming to terms with that, the great Cameroonian musician Manu Dibango also succumbed to coronavirus, also in Paris. Coronavirus is not a prank. Take care and stay safe”.

### **3.3.3 The Severity Frame**

The severity frame in the framing of the two disease outbreaks was observed in statistics and wording. Statistics in the framing of the AIDS Pandemic contained the number of new cases and fatalities. In contrast, statistics in the coverage of the COVID-19 Pandemic indicated the number of new infections, recoveries, and fatalities. We attributed this difference to the fact that the AIDS Pandemic does not have a cure or a vaccine, hence no record of recoveries. Apart from statistics, words were used to denote the seriousness of the Pandemics. The HIV/AIDS Pandemic was

referred to as “the dreaded disease AIDS”, “the incurable disease AIDS”, and “the horror disease called AIDS”, while the COVID-19 Pandemic was called the “deadly coronavirus”. The purpose of the severity frame was to inform the public of the gravity and progression of the Pandemics. Prominent coverage of the severity frame had various effects on the public. Some people feared contagion; others went into denial and others tried using religion to explain the occurrence of the disease outbreaks. Fear of contagion in the two pandemics led to stigma. In one of the articles sampled, an HIV-positive man detailed how his family isolated him after discovering his status. He stated, “I was given some drugs, and doctors told me I was suffering from an acute bout of malaria. Later on, the doctor who had the blood test carried out summoned my brother to his office for a discussion. It was after that session that strange things began to happen in my brother's household. For reasons not immediately clear to me, my brother became very hostile and unfriendly. I was taken home and ordered never to leave my bedroom whenever there were visitors around. For many days, the sheer brutality of what I was being subjected to because of my condition, about which I wasn't quite aware, baffled me. I was quarantined in my brother's house for two months. I realised something must have been very wrong as they would not even share a cup with me”.

#### **3.3.4 The Action Frame**

The purpose of the action frame in the coverage of the two Pandemics was to create public awareness on ways to avoid contagion and highlight the Government's efforts in curbing the disease outbreaks. The action frame enabled the public to gauge the Government's preparedness in preventing the spread of the diseases. We observed that in both Pandemics, Kenyans felt that the Government was not providing adequate information on the diseases. At the beginning of the HIV/AIDS Pandemic, the Government was in denial about the presence of the disease in Kenya

and did not provide the public with information. Although the Health Cabinet Secretary Mutahi Kagwe held daily press briefings on COVID-19, a small number of Kenyans still felt uninformed. One reader stated, “there is a lot of conflicting information out there that does not help the fight against the coronavirus. First, some scientists claim the virus is not airborne. Others say the virus can stay in the air for hours. While some scientists are of the opinion that only those with COVID-19 symptoms should wear masks to avoid spread, others say we must all wear face masks to stop infections. Kenyans need concrete information to stop police from harassing and extorting money from those found without masks”. The lack of adequate information may have led to laxity among some members of the public. A reader wrote, “Those who laugh at others wearing masks specifically to stop them from contracting the dreaded coronavirus and call them names such as 'Corona,' 'COVID-19' or 'cowards' should know that cowards live much longer. Those who sit on shop verandas, or on top of balconies or at market places laughing at some of us who strictly cover up our mouths and noses to keep safe should know that who laughs last, laughs loudest”. In the action frame, we observed instances where the Standard Newspaper used headlines that linked HIV-positive people with criminal activity. The newspaper had headlines such as “AIDS Prisoners Pardoned”; “HIV Rapists to Face Life in Jail”; and “Twenty AIDS Convicts Free”. By highlighting the criminals' HIV status instead of the Government's actions, the public may have assumed that HIV-positive people are heavily involved in criminal activity.

### **3.3.5 The Assurance Frame**

The assurance frame in the Standard Newspaper was used to affirm the public of their safety. The frame gave the public confidence that the Government was in control. A reader stated, “I want to convey my gratitude to President Uhuru Kenyatta for appointing Mutai Kagwe Health Cabinet Secretary. Kagwe has done well so far by giving Kenyans hope and telling them what to do. To

the Standard editor Andrew Kipkemboi for his wise opinion on our nation, may the Lord grant you wisdom to do more. To Kenyan citizens, let's listen to what we are advised to do and do so without contradiction. May God help us and heal the world of coronavirus". From this statement, we observed that affirmations of safety encouraged Kenyans to follow COVID-19 protocols. This was because government health officials informed Kenyans that the virus could be controlled if they followed the safety measures. However, in the HIV/AIDS Pandemic, the assurance frame was used to hoodwink the public. At the emergence of the Pandemic, the Government denied the presence of the disease in Kenya, and as a result, made statements that misinformed the public. Such comments included, "AIDS is not rampant here", "routine screening of blood donors is unnecessary because only healthy people are allowed to donate blood" and, "the commonest sufferers of AIDS are homosexuals and their contacts". These statements may have encouraged laxity among the public because the Government was informing them that the disease was not severe.

### **3.3.6 The Conflict Frame**

The Standard Newspaper used the conflict frame to reveal the mistreatment of Kenyans in foreign countries, the misuse of public funds, and the Government's mismanagement of the disease outbreaks. In the two Pandemics, the conflict frame led to concern and uproar among the public. In 1987, three Kenyan students were expelled from India for allegedly having AIDS. The Indian High Commissioner to Kenya was summoned by the Minister of Health, Mr. Nyakiamo, to explain the Indian Government's actions. The Indian Minister for External Affairs, Shri Narayan Datt Tiwari, who was on a brief visit to Kenya during that incident, claimed that the decision by the Indian Government to test all foreigners was not discriminatory, but a means to fight the AIDS epidemic. During the COVID-19 Pandemic, Kenyans were dissatisfied with the

handling of the Pandemic and filed a case against the Government demanding the tracing of 239 passengers from a China Southern Airlines flight and a ban on international flights into the country.

### **3.3.7 The Impact Frame**

The impact frame in the framing of the AIDS Pandemic and the COVID-19 Pandemic was used to highlight the effects of the outbreaks on society. The media influences how we see the world around us. The stories covered may make us or break us. In one of the articles, a young woman was inspired by a feature on people living with AIDS to accept her HIV status. She said, “When I started losing my hair because of stress, it did not make me look good. I then stopped for a moment and thought: I have been seeing others showing themselves on TV and declaring they are HIV-positive, and some have been alive for years, and they are still looking good and healthy. If they have learned to accept their status and have coped, I can too. I looked up places of help for people living with HIV/AIDS. I joined the HOPE Worldwide support group in Soweto for women and men living with HIV/AIDS. I gave myself a mission to learn more about my new companion, HIV. For me, it only made sense that if I can learn and understand more about HIV, I will know how to move on with a normal life.”

### **3.3.8 The Beliefs about Who is at Risk Frame**

The Beliefs about who is at risk frame was used to highlight the groups susceptible to the Pandemics. In the HIV/AIDS Pandemic and the COVID-19 Pandemic, petty offenders, truck drivers and, people with special needs were considered high-risk groups. In the HIV/AIDS Pandemic, women were blamed for spreading the disease because the public associated them with prostitution. In one of the articles, a member of the public stated, “AIDS is a deadly virus coming

from women. We urge the Government to intervene and help us by informing and educating us more about the disease. Those with the disease should be removed completely from our midst...". Such sentiments may have led to stigma against women. In one of the articles, a member of the public revealed that when he was in Nyeri, he avoided girls for fear of contracting AIDS. He also said that he would not return to the town until a cure was found. Contrary to the belief that women spread AIDS, a member of the public stated, "Men seem to be blaming women for AIDS. Men are also to blame."

### **3.4 Findings**

From our analysis, we observed that although Kenya reported its first HIV case in 1984, it took the Government a year to officially admit the disease's existence in Kenya. The Government only came out with statistics on the virus after western media published reports of high HIV prevalence rates in Kenya.

Furthermore, Kenyan newspapers were censored from reporting on HIV/AIDS in Kenya. We observed that in 1984, despite Kenya having reported its first HIV case, the Standard Newspaper prominently featured articles on HIV/AIDS in foreign countries. This type of coverage, we believe, gave Kenyans a false sense of security that AIDS was not in Kenya and that it only affected foreigners.

The HIV/AIDS Pandemic had a toll on Kenya's workforce. In 2000, the Kenya National Union of Teachers (KNUT) reported losing members faster than it could replace them. The Kenyan military also reported losing at least two members every week. Companies felt that frequent hospitalizations and sick-offs by HIV-positive employees affected their companies' productivity, and as a result, HIV tests became a prerequisite for potential employees. This requirement denied



HIV- positive people opportunities as they were judged based on their HIV status rather than their qualifications.

In the 1990s, Kenyan scientists made attempts to come up with an AIDS cure. The Kenya Medical Research Institute (KEMRI) unveiled an AIDS drug called Kemron. The public warmly welcomed news of the drug, and people across the world travelled to Kenya to test it. However, some scientists had doubts on the efficacy of the drug because its results were too good to be true. Kenya could not patent the drug because an American pharmaceutical company claimed ownership of the technology used to fabricate the drug. Professor Obel, a Kenyan researcher also invented an AIDS drug called Pearl Omega. However, the drug was rejected because of claims that it had not been tested for its safety, efficacy and economic value by the Pharmacy and Poisons Board (PPB). The COVID-19 Pandemic also inspired local innovations. Students from Kenyatta University came up with a prototype ventilator called Tiba Vent. The students told the Standard Newspaper that the innovation was inspired by the global shortage of ventilators. The Principal Secretary for Culture, Heritage, and Sports also urged herbalists to collaborate with Kenya Medical Research Institute (KEMRI) researchers to find a cure for the COVID-19 Pandemic.

Public awareness campaigns in the two the Pandemics did not consider the plight of people with special needs. In the HIV/AIDS Pandemic, the director of the Kenya Society for Deaf Children (KSDC), Mr. Ogutu Adera stated that no effort had been made to produce public awareness materials targeting the deaf and hard of hearing on health issues particularly AIDS. According to an opinion piece in the Standard Newspaper, advisory information on the COVID-19 Pandemic, only targeted “normal people”. In the opinion piece, the contributor stated, “COVID-19 treatment and prevention services are typically available through visual and audio media: radios,

newspapers, posters, flyers, SMSs, TVs and magazines. Thus, they are discriminative courtesy of the fact that they are not easily accessible to individuals who are visually impaired, the deaf or those with other forms of disabilities. As a result, PWDs are more likely to struggle with adherence to prevention measures. This leaves them particularly vulnerable to deficiencies present in favored communication outlets and tools used to deliver information within our health service. This information gap puts them at risk of contracting, COVID-19.”

### **3.5 Conclusion**

This chapter found that generic frames were present in the framing of the AIDS Pandemic and COVID-19 Pandemic. The generic frames used elicited mixed reactions from the public. Some people feared contagion, while others believed that the pandemics were non-existent. Fear of contagion in the two pandemics led to the stigmatization of individuals; commercial sex workers in the HIV/AIDS Pandemic and truck drivers in the COVID-19 Pandemic. The media, therefore, needs to understand how crucial frames are in shaping the public’s understanding of disease outbreaks.

## CHAPTER FOUR

### SUMMARY, CONCLUSION, AND RECOMMENDATIONS

#### 4.1 Introduction

The previous chapter used purposive sampling to select 50 HIV/AIDS-related articles and 50 COVID-19 related articles from the Standard Newspaper. Content analysis was performed on the articles according to our study's objectives, and the results were discussed and presented in tables. This chapter summarizes our results, concludes our research, and provides recommendations for future research on media framing.

#### 4.2 Summary of Research

This study aimed to research media framing and public perception of the HIV/AIDS Pandemic and the COVID-19 Pandemic. We sought to investigate the types of frames used to cover the two Pandemics, the perception of those frames by the public, and to demonstrate their effects on society. Content analysis of the 100 pandemic-related articles revealed that the Standard Newspaper used seven frames: the severity frame, the action frame, the eminence frame, the assurance frame, the conflict frame, the impact frame, and the beliefs about who is at risk frame. In both coverages, the eminence frame was dominant. The impact frame and the beliefs about who is at risk frame were the least used frames in the HIV/AIDS Pandemic and the COVID-19 Pandemic respectively. The eminence frame highlighted names of public figures and organizations involved in curbing the diseases. In the framing of the HIV/AIDS Pandemic, names of prominent people who succumbed to the disease were not disclosed. We attributed this to society's perception of the nature of the spread of the disease. The eminence frame also reminded the public of their vulnerability to the diseases.

The severity frame, the second dominant frame, appeared in the form of statistics and wording. Unlike the COVID-19 Pandemic, statistics from the HIV/AIDS Pandemic did not include the number of recoveries because AIDS is a chronic disease.

The action frame which was the third dominant frame was highlighted in instances that mentioned the Government's efforts in curbing the two Pandemics. We noted that in both Pandemics, the government decongested prisons and the public was dissatisfied with the Government's actions.

In the framing of the two Pandemics, the Standard Newspaper used the assurance frame to affirm the public of their safety. In the COVID-19 Pandemic, the frame contained messages of hope and encouragement from the president while in the HIV/AIDS Pandemic, the frame contained misinformation from Government officials. The conflict frame revealed the mistreatment of Kenyans in foreign countries, the misuse of public funds, and the Government's mishandling of the Pandemics. The impact frame highlighted the Pandemics' effects on Kenyan society. We noted that the education sector, the job market, and the hotel industry were badly hit in both Pandemics. Finally, the beliefs about who is at risk frame contained information on the groups susceptible to the disease outbreaks. In the HIV/AIDS Pandemic, foreigners, prostitutes, homosexuals, and drug addicts were mentioned as high-risk groups while in the COVID-19 Pandemic, slum dwellers, truck drivers, health workers, police officers, and prison warders were considered high-risk groups. Furthermore, in the HIV/AIDS Pandemic, women were blamed for spreading the virus because they were associated with prostitution.

The second aim of our research was to identify public perception of news framing of the HIV Pandemic and the COVID-19 Pandemic. Fear, denial, concern, discontentment, and impartiality were common perceptions of the seven media frames. In addition to this, the public viewed the Pandemics as foreign and, punishment from God.

Our third objective was to demonstrate how society coped with the effects of media framing of the HIV/AIDS and COVID-19 Pandemics. From our findings, we observed that the severity frame may have led to the isolation of HIV-positive people and denial of the existence of the Pandemics. The assurance frame may have led to compliance with COVID-19 protocols and, the impact frame may have led to awareness and acceptance among HIV-positive people.

### **4.3 Conclusion**

In conclusion, media framing affects public perception. The media in the coverage of disease outbreaks should be cognizant of their news frames because they have a direct impact on society.

### **4.4 Recommendations**

We recommend further study on media framing of the two disease outbreaks from other news outlets. Further research will provide a broader perspective on the coverage of the Pandemics by Kenyan media. Moreover, we propose additional research on the public perception of the COVID-19 Pandemic, with social media as a data source as our study was limited to the Standard's print newspapers.

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# AIDS ravages teachers' college

**EVERY** week a student dies of the Acquired Immune Deficiency Syndrome (AIDS) at the Migori Teachers Training College in South Nyanza.

The college's principal, Mr John Pesa, while making the revelation to South Nyanza university students at a ceremony in the college, expressed concern at the rising rate of AIDS cases.

Mr Pesa advised the students to observe strict moral standards.

Speaking at the same function, a professor of philosophy at the University of Nairobi, Prof Odera Oruka, advised the community to respect moral standards to achieve maximum development because the morals of the community influences development.

The Minister for Transport and Communication, Mr Dalmas Otieno, appealed to Luos to co-operate with the Government so that development projects are enhanced.

## Standard Correspondent

Commenting on the Narok-Ntimaru-Sori-Homa Bay road the Minister said Luos needed to justify their demands to the Government that it be upgraded.

He insisted that the Luo community must support the Government for it to put up the road.

Mr Otieno in his address to members of the South Nyanza Student Association, confirmed that the Government was willing to hold talks with the opposition on development issues.

Meanwhile, the Kirinyaga District Youth Training Officer, Mr Francis Miano, helped raise Shs 30,000 for upgrading Kibigoti Youth Polytechnic in Ndia division in Kirinyaga at the weekend.

He appealed to parents to encourage their children to join polytechnics after leaving school.

**VISIONS** *Show the way*  
 PRESENTS  
**SPECIAL NIGHT**  
 MUSIKLY SPEAKING  
 (FEMALE VOCALISTS) \*  
 BACKED BY:  
 AFRICAN HERITAGE BAND  
 Entrance Fee  
 As Usual  
 KIMATHI STREET — NAIROBI

# Three AIDS deaths in Kenya BUT THERE'S NO EPIDEMIC — PS

## MOI WARNS MAIZE CHEATS

**By Sammy Masara**

President Daniel arap Moi warned yesterday that the Government would act against farmers who added water to their maize before selling it to the Government.

President Moi said he had warned some farmers to stop adding water to their maize before selling it to the National Cereals and Produce Board in order to get a better price.

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training at the college from next year.

Praising institutions of higher learning for providing high standards of training, President Moi pointed out that many African countries were now opting to send their citizens for training in Kenya.

Thanking the Japanese Government for helping to start the college, President Moi noted that apart from the initial capital given by the Japanese Government of Shs. 200-million, the

Tokyo Government has provided a further Shs. 40-million to improve the tuition farm at the college.

He asked the Japanese Ambassador to Kenya, Mr Kazuo Murakami who was at the ceremony to convey Kenya's gratitude to his Government for the assistance Kenya has continued to receive from Japan.

The ceremony was also witnessed by the Vice-President and Minister for Home Affairs, Mr Mwai Kibaki, several cabinet ministers, diplomatic corps and other leaders.

Meanwhile, President Moi has sent a message of condolences to the President of the

Republic of Colombia, President Belisario Betancur, after the recent volcanic eruption there.

The National Famine Relief Fund has now reached Shs 45,500,795/40, adds KNA.

Busia, Kakamega, Bungoma, Uasin Gishu, Kericho, Nandi, and South Nyanza districts donated 2,880 bags of maize which were stored by the National Cereals and Produce Board.

The board has now taken over the maize and paid Shs 548,752 which has been deposited into the account of the fund.

The Presidential Commission Tree Fund has realised Shs 4,089,136/85.



President Daniel arap Moi presents awards to the best students at the Jomo Kenyatta College of Agriculture and Technology during the college's graduation ceremony, yesterday.

**A SENIOR Kenyan health official today angrily rejected western Press reports that the killer disease AIDS was rampant in Africa and said they smacked of racism.**

Just three people have died in this country, all of them expatriates, you can't call this rampant," Simon Shitemi, Permanent Secretary at the Ministry of Health, said.

It was the first official admission that AIDS (Acquired Immune Deficiency Syndrome) existed in Kenya.

Mr Shitemi was commenting on an editorial yesterday in the American newspaper, the Boston Globe, which quoted a medical report by two American researchers as saying AIDS was "rampant" in Central and East Africa.

Central and East Africa now is confirmed: AIDS is rampant. One tenth of the residents are infected by the virus."

Mr Shitemi told Reuters: "There is an element of racism in all this. AIDS surfaced in the U.S. but now they are saying there is an African AIDS."

"If the source of AIDS was Africa and one-tenth of the population are infected why are Africans not dying in large numbers, such as is being experienced elsewhere. One reads of all sorts of reports", Shitemi said.

The Boston Globe said a check of blood donations in Kenya indicated 10-15 per cent

The Globe said: "The worst news is yet to come about AIDS."

Back Page — Col. 1

*If communication projects in East Africa interest you, then talk to us about a financial package*



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## Renewed fighting in Uganda

A force of 20 armed men, including the NRA National Army and government troops, were killed last Tuesday in fighting between the two sides in the forest of Ssegabi, south-west of Kampala.

It was reported today by a Roman

**Standard Correspondent**  
**KAMPALA, Friday.**

Catholic Church-linked daily, "Munno" (your friend). The usually reliable daily reported that as a result of the fierce fighting in the area, residents of the villages of Kawogo, Kibuge, Bunyenye, Kirigo, Mabanda, and Senewe in Butambala County had deserted their homes in fright.

Quoting fleeing residents, Munno reported that government troops surrounded and attacked a camp belonging to the NRA in the Ssegabi forest. There was reportedly fierce exchange of fire between the two forces. Seven NRA guerrillas and 13 Government troops were killed, added the daily.

Among the dead was the NRA Field Commander, Captain Buhakali Musoke, who had defected to the NRA from another fighting force, called FEDEMU.

Der Pa Scap

# EAST AFRICAN Standard

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Details on Page 18 **win!** great prizes with the **Standard Drive into the Millennium COMPETITION**

# Govt declares Aids a national disaster



**IN PROFILE:** Tomorrow, the East African Standard launches a new Saturday magazine, Profile, as the new publication is called, will be a full-colour, human-interest magazine covering a wide variety of topics. The maiden issue features the dramatic experiences of a Kenyan UN soldier in Angola and launches a nationwide search for the best Harambee Stars players of this century. Seen above with the first issue is Managing Editor Kwendo Opanga (centre) and Roy Gachuhi, the magazine's Editor with Marketing Executive Sophia Scourboutsis (second left) and Sub-Editor Florence Wang'ombe. — Picture by Yanya Mohammed

**PRESIDENT Moi yesterday declared HIV/Aids a national disaster and announced emergency measures aimed at controlling the scourge.**

The President, who was officially opening a legislators' symposium in Mombasa, told MPs they had a vital role to play in turning around attitudes and mobilising people to play their role more vigorously in preventing the spread of Aids.

President Moi said the Government has been disturbed by the continued escalation of the Aids scourge which had reached alarming proportions.

Among the measures the President announced to control the pandemic are the establishment of the National Aids Control Council. The Council will have sufficient

By PPS  
Page 8 - Col 1

## Ongeri mum on Sh60m Asanyo scandal

**CITY Hall yesterday equated the Sh60 million loan given Kanu operative Geoffrey Asanyo to thievery.**

Asanyo, in a three paragraph statement said the deal between him and City Hall was "completely legal and above the board and there was completely nothing mischievous or scandalous about it."

And in Mombasa former Local Authorities Minister Sam Ongeri declined to comment on the deal which is believed to have been sealed when he was at Jogoo House.

When approached by our reporter, Ongeri said he was pre-occupied with matters of the Aids seminar and could not comment on the Asanyo deal.

But it was claimed that the four garbage collection vehicles Asanyo sold the City Council could be auctioned for Sh2 million each

By Andrew Teyie  
Page 2 - Col 6

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ANNEX B: COVID- RELATED ARTICLES

**The Standard**  
Kenya's Bold Newspaper

THURSDAY, MARCH 26, 2020 No. 39823 KSh60/00 TSh1,700/00 USh2,700/00 standardmedia.co.ke



**UK's Prince Charles tests positive for coronavirus.**  
Page 3

# A dose of hope

**Bailout measures.** Recovery of first Covid-19 patient casts ray of optimism on a day the President threw a lifeline to struggling households and businesses through a raft of tax cuts and other measures. This even as the government tightened restrictions with a dusk to dawn curfew. **Pages 2-12, 22-24, 27, 36 & 38**

**TARGETED INTERVENTIONS**

- 

**100 per cent tax relief for Kenyans earning Sh24,000 and below per month**
- 

Reduction of PAYE (Pay As You Earn) income tax rate to 25 per cent, from 30 per cent
- 

**Boost for companies as corporate tax to be reduced to 25 per cent, from 30 per cent**
- 

Injection for SMEs as turnover tax down 1 per cent, from 3 per cent



- 

**Additional Sh10 billion for the elderly, orphans and the vulnerable through cash transfers**
- 

Temporary suspension of blacklisting of loan defaulters by credit reference bureaus (CRBs) beginning April 1, to allow access to credit
- 

**Reduction of value added tax (VAT) to 14 per cent, from 16 per cent from April 1**
- 

Government to pay Sh13 billion verified pending bills within 3 weeks, KRA to settle Sh10 billion VAT refunds during the period

**OTHER MEASURES**

|   |   |  |
|---|---|--|
| <p><b>80%</b></p> <p>The percentage pay cut by the President and his deputy</p> | <p><b>30%</b></p> <p>Percentage by which salaries of Cabinet secretaries and Chief Administrative Secretaries (CAS) will be reduced</p> | <p><b>20%</b></p> <p>The percentage reduction of principal secretaries' salaries</p> |
|---|---|--|



“We have today registered one recovery of the patients. This is a clear indication that we can and we will beat the virus.”

President Uhuru Kenyatta



7pm - 5am

The start and end of the 10 hour curfew beginning tomorrow, as announced by the President

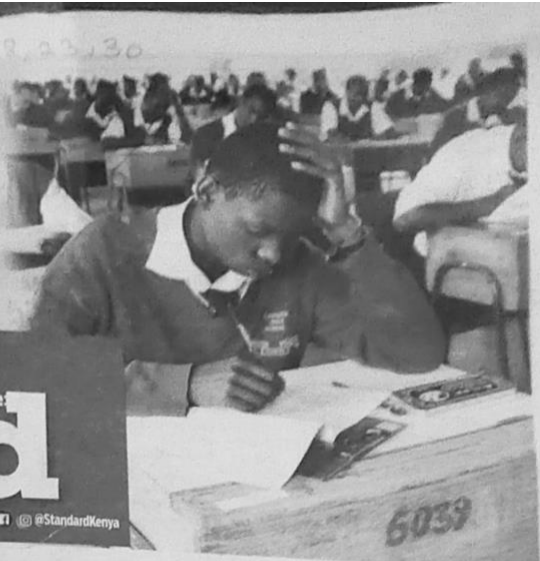
28

The total number of confirmed coronavirus patients in the country after three more people tested positive

Good news: First Covid-19 patient tests negative, to be discharged.

## Blow to 2019 KCSE stars as thousands miss top courses

**University education.** About 36,522 students who scored C+ and above have not been allocated even one of the degree courses they selected, according to the latest statistics from the admissions and placement board. **Page 2**

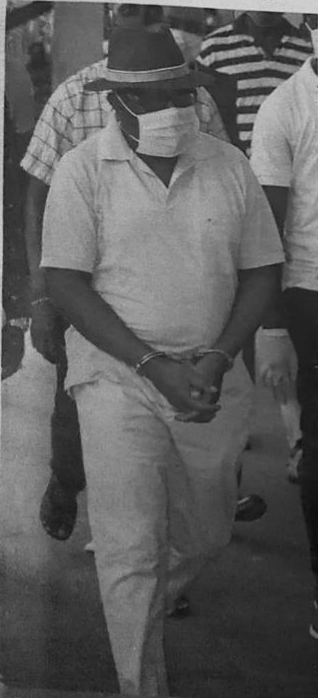


# Saturday Standard

Kenya's Bold Newspaper

SATURDAY, APRIL 4, 2020 No. 739 KSh60/00 TSh1,700/00 USh2,700/00 standardmedia.co.ke

### From quarantine to police custody



**Nowhere to run.** Kilifi Deputy Governor Gideon Saburi arrested after being discharged from Coast General Hospital where he was quarantined after testing positive for coronavirus. He faces charges of failing to self-isolate after returning from a visit to Germany last month. **Story Page 10** [Gideon Saburi: Standard]

# KQ pilot who died saving Kenyans

**Transition.** Tributes pour in for Captain Dauti Kibati, 62, who flew Kenyans from the suffering caused by the coronavirus in USA, only to succumb to the same disease a week later in Nairobi. **Page 4**



#### CAPTAIN KIBATI'S LAST MOMENTS

- March 22:** Flies out of Nairobi for New York
- March 23 and 24:** Two-day layover in New York
- March 24:** Departs New York, arrives in Nairobi and checks himself into quarantine at Ole Sereni Hotel
- March 29:** Collapses at the hotel and is rushed to Nairobi Hospital after he develops complications
- April 1:** Dies as he is being taken to ICU
- April 4:** Burial at Kavisuni village, Kitui County. Only close family members to attend, according to government directive

**Kenya joins Covid-19 drug trials as 25 more cases recorded**  
National, p.6 >>



## Not a single drop: Alarm over Kenya's blood banks

**Shocking revelation.** New team at the helm of blood transfusion agency says the country's major reserves in Nairobi and Mombasa and other facilities are empty, **Page 2**



# The Standard

Kenya's Bold Newspaper

TUESDAY, MAY 5, 2020 No. 39958 KSh60/00 TSh1,700/00 USh2,700/00 standardmedia.co.ke

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# How crisis is messing up our children



**Shutdown impact.** As they skip and jump around homes, have you thought what prolonged schools closure means to them? Experts warn effects may last a lifetime, **Page 4**



**Dropouts:** Closures make children vulnerable to retrogressive activities that hurt learning, such as drugs and early marriages.



**Inequality:** Learners who depend on school for meals, vaccines and sanitary pads, missing this may alter their lives forever.



**Youngsters:** Closures to hurt young school-goers the most as they are least likely to be helped by digital learning.



**Injustice:** Ongoing digital learning opens stage for unequal access, setting the stage for future historical injustices.



**Playtime:** Lack of social skills acquired in the playground, especially the young learners, to last them a lifetime.

**"When Government opens schools, we shall treat all children as equal, and every child will be given the content they don't have. For now, that makes me to go to sleep, because I am focusing on the disease, not so much on going back to school."** – Education CS George Magoha