

**PORTRAYAL OF WOMEN IN BUSINESS IN PRINT MEDIA: A CASE OF NATION
AND STANDARD NEWSPAPERS IN KENYA**

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DECLARATION AND RECOMMENDATION

Declaration

This thesis is my original work, and it has not, exclusively or in part been presented for an award degree in any other university.

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Recommendation

This thesis has been submitted for examination with our approval as university supervisors.

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DEDICATION

This thesis is dedicated to my dear wife and children, my late father and mother for their support, motivation and prayers.

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ABSTRACT

The objective of this study was to assess how women in business are portrayed in print media by focusing on the daily nation and standard newspapers in Kenya. The main research questions in the study were; how are women in business portrayed in print media in Kenya? In what ways are women in business stories portrayed in print media in Kenya, what is the impact of portraying women in business in print media in Kenya? And to what extent does the gender of the reporter influence portrayal of women in business in Kenya? The study used a descriptive research design and explanatory studies to complement each other. The independent variables that were used in the study were the positive or negative portrayal of women in business in the print media while the dependent variable was the impact of the portrayal to the performance of women enterprises or SMEs. The study population for this research was news articles obtained from Daily Nation and the Standard Newspaper issues that appeared in the National News section from July 2021 and October 2021. 86 articles were sampled using a simple random sampling technique and a data collection tool was used to obtain information from the newspaper articles for content and thematic analysis. The findings of the study showed that print media portray women negatively as persons involved in criminal activities, corrupt, or victims of circumstance. The study findings concluded that a majority of themes are used to portray women in business negatively as persons involved in criminal activities. Secondly, the study showed that gender variations are a major theme in print media that leads to a huge disparity in how women are covered compared to men. Gender variations account for the disparity in the volume of coverage, sources used to obtain information, mentions, location of the article in the newspaper, and the gender of a journalist. Thirdly, the study has established that men are preferred in print media coverage compared to women and male journalists prefer using men as their dominant sources of information. The results of the study showed that there is a huge disparity in the manner in which women in business are covered in the front pages of the local dailies. Most of the articles written in the front pages are done by male writers and they covered a big space. On the basis of mentions, the study established that men are mentioned more times compared to women. The findings of the study implied that gender disparity in covering women issues in business are portrayed negatively and this affects how the overall public perceives them. Women are perceived as non-thriving, struggling and failures in business.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter provides the overview of women portrayal in print media by the Nation and Standard newspapers in Kenya. In particular, this section will interpolate the extent in which women issues are represented and covered in print media by focusing on the two leading dailies in Kenya. The study will also identify specific data frames of women issues in print media because communication about feminine issues have continued to evolve across the world (Gadzekpo, 2019). This is important because evaluating how women are portrayed in print media will facilitate an easy understanding about challenges and dissatisfaction women endure because of how data frames are created in print media. Human beings have an ability of influencing each other in the basis of attitudes and perceptions and this is critical in developing relationships within the society. As such, the manner in which a community perceives a particular gender is defined by how certain people are portrayed by the media. In the contemporary world, the print media holds a critical position in influencing the perceptions, attitudes and information that is disseminated into the belief system in the society (Cherogony, 2002). However, the presentation can be an incorrect representation of priorities or issues affecting a particular segment. The way the media selects and represents women issues strengthens particular stereotypes relating to women roles and position in the society. In many cases, this has a major bearing in the way such a gender is portrayed. Males or females in any society have a particular way in which they perceive issues based on individual exclusive vintage points. In certain situations, men have used the print media as a sole domain for presenting female issues and this has greatly skewed the perception of women and their roles in the society.

As times change, the role of women has been portrayed based on the traditional lens and this has enhanced artificial stereotypical perspectives that have increased gender role disparity. In return, women are under-represented in certain aspects of the societies, and it is critical to change the overall stereotypical perceptions (Nurka, 2014). The print media is one such tool that provides a lot of potential in addressing this gender disparity issues in the society. This study will analyze the content provided in two leading dailies in Kenya to create an understanding of the image created by the print media about women to its audience. Therefore, this chapter will cover the

background, the problem statement, objectives of the research, study questions, significance, justification, scope and research limitations.

1.1 Background to the Study

In the contemporary world, communication has continued to evolve, and many issues have been presented differently. The media has played a critical role in advancing issues and providing a platform for connecting people through providing information, creating awareness on societal issues, track development and providing education. Technology has changed traditional ways of communicating information and provides an important platform for entertainment (Higiro, 2002). On the other hand, media portrayal of certain issues in the society has left many issues that need redress leading to critics of its role in educating people. For example, the feminism experience created around technology has led to strengthening of feminine issues overlooked in the past. As such, the media through its portrayal of women issues in print media has been able to influence socio-cultural and political bearing leading to emergence of contemporary gender issues.

Women-owned businesses in Kenya face many challenges particularly unlevel market opportunities that makes it difficult to compete with men. Women face difficulties in doing business by balancing family needs and business activities leading to failure. Other challenges women face includes poor support system, inadequate knowledge and unbalanced business environment. However, women-owned business activities account for about 30% of private SMEs across the world. Increased unemployment because of job losses due to Covid-19 has become a concern for the government in Kenya. The difficult economic times in Kenya and unemployment force women to pursue SMEs to earn a living. This implies that the number of women in business will increase because it is the only way to get empowered economically to support their families.

The increase of women in business complicates their problems and challenges. These challenges can be addressed through focusing on print media that provides a basis of perception of women and creating a network for women in business. Hughes (2006) have classified women in business as classic and forced based on the challenges they experience in the business environment.

Classic and forced women in business are motivated by financial reasons and can improve their performance through an establishment of a diverse network (Sharafizad&Coetzer, 2017). The main challenges facing women in business is aggravated by traditional perceptions that portray women as patriarchal than men in undertaking business activities.

The number of women venturing in small holder business activities have increased in the world. It is estimated that entrepreneurial activities in women have continued to grow for over 10%, which as an indication of a reducing gender gap. However, the gender parity for entrepreneurs has remained constant because women are underrepresented (Guzman &Kacperczyk, 2019; Neill et al., 2017; Rocha & van Praag, 2020). The gender parity has remained constant because of increasing challenges in entrepreneurial activities in the market (Morris &Kuratco, 2006; Ross & Shin, 2019). According to Makena et al. (2014) women face difficulties in accessing finance to support their business activities. Women are perceived as having high risks in repaying loans especially those working in the informal enterprises, and this is a major limitation for women empowerment because a majority of women are in this category. However, women in business have low education levels and this hampers their ability to interpret critical information that would support growth of their business activities.

Failure of women-owned businesses in Kenya have been attributed to inadequate capital and this limits their progress to grow businesses. Several programs to support women has been provided like the women fund, but a majority still face a challenge in accessing these grants. Lack of collateral and adequate knowledge limit access to funds. Also, women in Kenya face a problem of inadequate management skills and this have increased failure of women-owned businesses. Success of businesses need proper network within the market, and this requires input of the media. The government and county governments have developed policies that improve access to finance by women through soft loans, but they have not achieved much success. Women in business still face many challenges and it requires strategies that support a seamless business undertaking for women.

The main challenge that women face in achieving success in business is influenced by how they are portrayed in the print media. Women are mainly featured in soft news and not hard news

pages like business news. This is based on the fact that women are portrayed mainly as a weaker sex that has only value in issues like beauty and fashion. As such, the portrayal of women in business in the print media does not depict women as serious people in business and politics. Failure to provide women with a fair and objective portrayal in print media affects corporate, public and private image and negatively influences the performance of their businesses. The disparity in coverage of women in print media has affected all strategies to address challenges faced by women in business. Proper portrayal of women in business will improve decision making to minimise the challenges. Therefore, proper coverage and quantity in portrayal of women in business through the print media is an important way that can empower women in Kenya.

Random selection of newspaper articles has shown that news about women is presented with sexist materials to a bigger clientele of simply to a limited space. An existing tension created by real experiences about gender inequality and its presentation in print media have been a topic of discussion for over 50 years (Gallaher, 2014). In another scenario, the print media portrayal of women issues and experiences have continued to undermine their role and position in the society (Ross & Carter, 2011). Other scholars in this topic have established positive improvement in the manner women issues are covered through the quantity and quality. Thus, this study will seek to focus its scope on representation and portrayal of feminine issues in print media based on their professional career, organizations and incorporation of women issues in important matters in the society like politics, social activities, legal issues and economic development (Kasana, 2014).

The print media as an entity has increased marginalization of women in the Kenyan society. Potter (2006) argues that that media undertakes an important socialization role that has increased marginalization of women in print media. According to Omari (2003) the print media has an important role to play in enhancing and impeding gender equality issues based on the quantity of women issues covered by the print media. The main limitation is few studies that have focused on identifying the gender disparities in print media while covering business news. As such, it is imperative to identify data on the challenges women face in business by analyzing how women are portrayed in print media. In Kenya the Daily Nation and Standard newspapers are the largest newspapers with a huge audience and will provide an accurate portrayal of women.

1.2 Statement of the Problem

Across the world, women have complained about their portrayal and coverage in print media because presentation has been biased and sexist. The manner and nature in which women are portrayed has resulted in negative effects to the corporate and public image of women in the society. Consequently, biased coverage of women results into negative effects on women in business to an extent that their corporate, private, and public image is greatly dented. In the long run, biased portrayal in the field of business results into failure of businesses owned by women.

The negative way women are portrayed in print media serves to demonstrate women as incapable. Cory et al. (2013), stated that print media focused on describing Marrison Mayer as pregnant once she was announced as the CEO of Yahoo in 2012. This was only used to demonstrate her incapability to serve because of the pregnancy. This is a biased portrayal of women because men are not considered based on the fatherhood roles once they are appointed or elected in leadership positions.

Also, negative coverage of women in both business and politics is affected by stereotypes where they are portrayed as a weaker gender that is not able to achieve success in business and politics. The level of stereotyping of women in business by the print media has become a worrying trend that has destroyed all the gains made by women in defeating myriad challenges in business to achieve success. In Kenya, the number of women involved in business and other activities like politics has increased, but they face more myriad challenges than men. The rate of failure by women owned business is higher than men because of a negative corporate, public and private image that is perceived negatively by biased coverage in the print media. The print media has an extensive role as the watchdog of society and through a biased coverage it has been able to aggravate the already dire situation by its systematic failure to point out the issues affecting women in business. Thus, underrepresentation of women in business exposes women in business as the major blunt of biased coverage.

According to Amobi (2013), existence of gender rights groups has not achieved the objective of reducing the disparity gap of women portrayal by print media. A similar study by Omari (2003) focusing on three local dailies of Nation, Standard and Kenya Times has confirmed that women in Kenya are portrayed on the basis of stereotypes. The findings of this study confirm that there

is a huge disparity gap on how women are portrayed in the print media. However, this study failed to collect data on portrayal of women in business and the impacts to their businesses. Therefore, it is based on this identified unbalanced portrayal gap established in this study that this sought to identify how women in business are covered by the print media. This study is critical to the Kenyan society because it provides information that will fill the research gap by provide answers to the research question how does the print media portray women in business in Kenya and the impacts of such portrayal to women-owned businesses.

1.3 Objectives of the Study

The study targets to accomplish one overall objective and three specific objectives.

1.3.1 General Objective

This study, in broader terms, aims to analyse how women in business are portrayed in print media.

1.3.2 Specific Objectives

The specific objectives of the study include:

- 1) To evaluate how women stories in business are portrayed in Print media in Kenya
- 2) To establish the effect of women portrayal in print media in Kenya to women owned businesses.
- 3) To evaluate the impact of gender in influencing portrayal of women issues in Kenya

1.4 Research Questions

The study was guided by the following research questions

- 1) In what ways are women in business stories portrayed in print media in kenya
- 2) What is the impact of portraying women in business in print media in Kenya?
- 3) To what extent does gender of the reporter influence portrayal of women in business in Kenya?

1.5 Justification of the Study

Women in Kenya face systematic challenges of unequal resources distribution, poor access to education, and gender inequality that perpetuated unequal treatment of women. For example, women have been denied equal rights before the law and even in family matters leading to their eventual exclusion on social, economic, and political participation. As such, possibility of women issues attracting required national attention in Kenya have become minimal. For example, very few women have leadership positions in the media, and this curtails a strong voice that can advocate for a positive portrayal of women issues in the Kenyan society (Gallagher, 1995). Strategic elimination of women in leadership position in the media provides fodder for men to create news frames that are consistent with their cultural and social values. Considering that the media is a demonstration of the societal issues, it is obvious that women portrayal in print media will be create a stereotype about the values, thoughts, attitudes, practices and culture in the Kenyan society. Therefore, the media plays a major role in influencing or shaping the society in believing that women are poor, victims of circumstance, sexual objects, and incompetent leaders. This is believed to be gospel truth by the audience because they perceive the print media as a true source of correct information.

Statistics show that less women work as journalists and only a small fraction have a managerial role in the media houses (Kweyu, 2006). Limited numbers of women working in the media house implies that they are incapable of influencing changes that portray women negatively. This can only change once women journalists become assertive and report issues the same way men do especially regarding politics, education, and economic development (DeFranciso & Palczewski, 2014). Consequently, the situation has allowed men to become the main focus subjects and newsmakers throughout all print media outlets. On the other hand, owners of print media house are not concerned with how women are portrayed, but instead they are concerned with profits.

Only news frames that are likely to attract buyers are printed and this limit focus on women issues. Women constitute about 52% of the entire population and their impact in development of Kenya cannot be overlooked (Government of Kenya, 2020). It is important that women are incorporated into the development activities of Kenya, and this requires proper portrayal by the

print media to change the prevailing attitudes and stereotypes. The real situation of women portrayal in Kenya is a different case and requires an in-depth analysis to reveal the facts. Therefore, there is a need to collect facts and put them into perspective to enable the society to understand and change attitudes about women. This study is undertaken to fill this gap by defining the actual space of women and their images as depicted by the print media in Kenya. Using content analysis of stories carried out in two leading dailies; Nation and the Standard newspaper, portrayal of women issues will be identified.

1.6 Significance of the Study

Several studies exist about the portrayal of women in print media in Kenya, but there is limited presentation of statistics and figures concerning the actual position and space women issues have been allocated. This study is justified because it proceeds beyond existing studies because it will undertake content analysis and provide crucial statistics about portrayal of women in print media in Kenya. Secondly, the study is important because it will prove to policy makers and the government about negative portrayal of women and propose a basis for developing gender-balanced regulations that will improve and change attitudes and stereotypes towards women in Kenya. Similarly, this will play a pivotal role in ensuring that women who are the majority in Kenya are incorporated in the social, economic, and political development activities in the country. In the end, the findings of this study will create a better platform for gender equality discourse in Kenya. Through the study, the attention of the government will be drawn to the critical role of women in the society in enhancing development. As such, the findings will compel the print media to change their routine and present women as such. Lastly, the research will provide a foundation to improve the extent of coverage by the print media about women issues and influence the curriculum of gender studies and journalism to have proper knowledge and skills in reporting on women issues.

1.7 Scope of the study

This study will focus on how women in business in Kenya are portrayed in the print media. In particular, the study concentrated on assessing the significance of women in the development of the country and should be passively portrayed. Men only have been referred in this study to

make comparisons. The researcher did not consider electronic media because they draw their information from the print media, and it is difficult to expressly extract transcripts provided in broadcast materials. As such, the portrayal of women in electronic media gave a similar result to what will be identified in print media. Specifically, the study relied on data obtained from content analysis of newspaper articles published by the Daily Nation and Standard newspaper between 1st July and 31st December 2021.

1.8 Limitations of the study

There are several limitations that make the findings of this study difficult to generalize about women issues in Kenya. Firstly, this study has not exhaustively addressed all women issues provided in the print media because it was limited on two local dailies only. As such, the content analysis used in this study has omitted portrayal of women issues by other print media house and this makes it difficult to generalize the findings. Secondly, the study has been designed to focus on how women are portrayed in print media as opposed to men. Another limitation of this study is adequate funds that are required to perform a detailed content analysis. As such, some tools during data collection, interviews observations were excluded because of cost implications. Lastly, performing a temporary sampling frame was a limitation because in a period of one year it was not possible to exhaustively assess portrayal of women issues in print media. The findings would be valid and reliable suppose the news frame was expanded to include a longer period in the print media.

1.9 Definition of terms

Media – Is a publisher or a broadcasting house that focuses on disseminating information to a large audience in a particular region (Stewart &Kowaltzke, 2008).

Media coverage – This is a group of blogs, print media and digital content that promotes a particular product or service (Mccluskey et al., 2015).

Print Media – This is information produced through printing and it is characterized as a having a public nature to yield a unique communication from journalists like newspapers (Zelizer, 2004).

Women in business – Is a female undertaking business activities but also its owner (Cain, 2020).

Women owned business – It is a business enterprise whose ownership has more than 51% managed and owned by women (FAW, 2017).

1.10 Chapter Summary

This chapter has focused on providing an introduction of the topic in the background of the study. The section has provided a need for the study to analyze the extent in which women are portrayed in print media by focusing on women in business. This will be achieved by focusing on the Daily Nation and the Standard newspaper so that it becomes possible to identify the implications of how women in business are portrayed to their business activities. This is required because the print media has a huge audience and plays a major role in influencing decision making public image of women. The chapter has also detailed the problem statement, study objectives and its significance. The scope of the study is focused on print media coverage of women issues by considering the Daily Nation newspapers and the standard newspaper from 1st July and 31st December 2021. In the next chapter, this study provides a literature review about print media portrayal of businesswomen. Chapter three discusses the methodology, and the fourth chapter discusses the results and findings. Lastly, the study also covers summary, discussion, conclusion, and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Several scholars have focused on studying the extent to which women issues are portrayed in the media, but very limited focus has considered the Kenyan perspective. This is important because it provides an understanding about the extent of space given to women in the Kenyan society. Similarly, it will provide important findings to determine whether dominance of a particular gender in the media has influenced the space allocated in discussing women issues in the print media. This chapter will provide a detailed analysis of literature about the thesis in three main levels. The first part will focus on previous excerpts of media headlines in Kenya to set the foundation of the study. The second part will investigate how women issues are framed in Kenya. The third part will evaluate the nature of women portrayal in print media. The fourth part will discuss the effect of women portrayal in print media and the research gap. The fifth part of the literature review will cover theoretical framework that give anchor for the study. Lastly, the third part of the literature review will discuss the conceptual framework to tray and demonstrate how certain parameters in the study influence the representation of women in the print media.

2.2 Common themes used in covering women issues in Business

2.2.1 Stereotyping Women issues in Business Reporting

Some studies have found out that women are not covered as much as men in business reporting and much of presentation of women issues are stereotyped and trivialize (Power, 2017). This practice has resulted in binding women to a certain sphere where they are only portrayed based on their physical appearance, and family activities but forget about their professional or career success. According to Power (2017), he revealed that the trend of stereotyping women issues in business is common to those with leadership positions or other responsibilities that are deemed as feminine. Women entrepreneurs in print media are assigned attributes that are gender based and this has been created as a normal issue in Media. Lewis (2010) believes that women entrepreneurs in business are in many cases compared to men. In another study by Achtenagen and Walter (2011), women are believed to carry the family burden in business, but it fails to depict men entrepreneurs as carrying the double burden as well.

Shen and Samkin (2008) have established that women in business coverage in print media is portrayed in a stereotyped manner. This has become a major problem because it has affected how women issues are portrayed even in corporate reports of companies. As such, it depicts a situation of negative portrayal of women issues that has become common in business reporting and extended to print media. According to Achtenagen and Welter (2011), women issues in business have been placed under cultural columns and not in the business section as is the case with men. This is consistent with an earlier study by Len-Rios et al. (2005), that established women issues in business are only covered in feminine pages of the print media and this has played a major role in enhancing the manner in which gender-stereotyping has become a major issue in print media.

Empirical evidence has shown that stereotyped depiction of women issues in business are covered in advertising sections. Here, majority of the advertisements portray women on lens of men and family. According to a report by the Media Council of Kenya (2015), it was revealed that 44% of stereotypes about women are contained in the advertising section, while 37% of news reports did not contain stereotypes. Currently, improvements in covering of women issues has been reported in print media, but they are only minor changes because women have continued to be marginalized (Kumari & Joshi, 2015). Also, female characters depicted in film and television are only supposed to demonstrate gender stereotypes and young women are more sexualized compared to men. Omari (2003) confirmed these findings and concluded that women are described negatively in print media compared to positive descriptions.

2.2.2 How are stories about women in business portrayed in print media

Women in business are portrayed in a particular way using their definitive roles and characters. Studies shows that women issues in business are covered in print media by emphasizing on sexuality, and physical appearance in the context of their roles as mothers, caregivers, entrepreneurship, and wives in media reporting (Achtenhagen & Welter 2011). Analysis of themes of reporting women issues in business has shown that majority of the analysis is based on the roles of women. Schmidt (2017) argued that when a woman is mentioned in a new report, the context of the news reported is domestic role. Similarly, Shen and Samkin (2008) have found

that women depicted in television are used to support their sexualized roles while men are predominantly shown as powerful, autonomous, focused on success and constructive.

On the basis of news stories, women in business are normally presented using images as opposed to be mentioned as the source of the news in that article (Jia et al., 2016). Women in media are considered and portrayed according to their traditional domestic roles compared to current roles like professionalism and career achievements. Eikhof et al. (2013) investigated about gender media representation provided in Eve magazine showed that women are only reported based on their female traditional activities. In the coverage of the magazines, women in business are reported in home-oriented, caring roles and as consumers only (Achtenhagen & Welter, 2011). In similar study, Power et al. (2020) have revealed that 544 women in business were mentioned, but out of this 395 was connected to a process and only 286 mentions depicted women as agentive.

Studies have shown that nearly half of mentions in print media consider women as responsible for their actions. In a similar study in the US television, it was revealed that 80% of 17% of women featured as main characters in the television prime time news were accorded minor roles and another 69% were given domestic roles (Power et al., 2020). Also, the study showed that 15% of female roles were classified in drama and 38% were given light comic roles (Power et al., 2020). According to Juniad et al. (2019), the media portrays women in business as different from those traditional feminine responsibilities. Consequently, they are trivialized compared to their men based on appearance and they focus on creating topics about dressing and appearance. About women in leadership positions, the print media showcases a distorted portrayal of women in business compared to men (Bilimoria & Piderit, 2007). In a similar finding, Krefting (2002) noted that high-profile women are reported based on leadership or managerial positions. This conclusion was developed from an analysis made from the *Wall Street Journal* that covers business news.

Women in business are not commonly featured in the media, but they are only featured in the traditional feminine responsibilities common at their workplaces (Power et al., 2020). In Nigeria, women in business are portrayed negatively through use of images, which outnumbers the real representations (Amobi, 2013). This is consistent with an earlier study by Omari (2003) that

revealed out of 70 articles; 24% showed women as victims of circumstances, another 14% were portrayed under crime and 11% covered under stereotypes. In the same study, women in business covered based on their activities in entrepreneurship was only 0.7% indicating how women are segregated in reporting in business (Omari, 2008).

The Media Council of Kenya (2015) has argued that lack of gender policy that provides a framework for recruiting and ensuring a balanced reporting has resulted in an increased level of gender inequalities in Kenya and this has affected the manner in which women in business are portrayed in the print media. Negative tones in reporting about women in business has been identified as an issue that is linked to gender bias on the side of reporters. It has been established that female reporter are linked to positive coverage of women in business while male reporters are associated with negative outcomes. Kyung-Hee and Youngmin (2009) have argued that female journalists in South Korea used positive tones women in leadership compared to male journalists. On his part, Schmidt (2017) noted that the indifference nature of women involvement in business issues and lack of interest thereof has caused a major problem in how women issues in business are covered. Women journalists are likely to present women in business positively, but they are denied a chance to do that on influential pages of print media. Women in Journalism (2012) has noted that women journalists' stories are not given preference in front pages of print media publications but are only done in the lifestyle pages. These studies have shown that women in business are portrayed negatively in print media, but the available data concerning the extent of the negative portrayal in the Kenyan context is inadequate. This study seeks to fill this research gap.

2.3 Gender Discrepancies in covering Business reports in print media

The negative reporting of women in business or failure to report their professional or career achievement, then it is not a surprise that the public will not realize the critical role of women in business (Ross, 2010). In the basis of equitable reporting, it is clear that women in business issues should be given 50% of print media coverage unless the contribution of such articles is considered as low (Omari, 2008).

2.3.1 Capacity and dimensions of Coverage

The coverage of women in business is low compared to other areas affecting women in print media. Schmidt (2017) found out that women are given less attention compared to men in reporting business issues in the US print media industry. It was identified that men were given 19% in the sample new articles compared to 2% of articles carrying information about women. This is consistent with an earlier finding in Time Magazine that showed women were not given extensive coverage in newspapers (Johnson & Christ, 1988).

Grandy (2013) while studying about women portrayal in print media found out the out of 150 articles carried out in six publications of the Bloomberg and other magazines, it contained only 26 female subjects compared to 124 male subjects. The study concluded that the low number of women feature profiles support the idea that successful women in business are rare. Omari (2003) identified 3101 articles from the Daily Nation and found only 5% of the news articles has information about women in business. In the same study, 2253 articles analyzed from the Kenya Times only had 3.5% of its articles covering women. According to Omari (2003), an entire publication of the Daily Nation on November 26, 2002, did not even a single article cover women issues. This demonstrates that women in business have not been given a major capacity in print media coverage.

2.3.2 Source of News about women in business

Studies have shown that women are rarely cited as credible sources of news in rarely occasions compared to male journalist (Grandy, 2014). This is consistent with an earlier finding by Zoch and VanSlyke (1998) that established dominance of male quoted as sources in print media compared to women. The study also identified that male sources were quoted further in terms of length compared to women and were given longer space (Grandy, 2014). McShane (1995) have found out that female sources are not equally represented in print media compared to other forms of occupational information. According to Greenwald (1990) women are not featured in print media either as subjects, images, and sources and this seems consistent as a common structure in ignoring coverage of women in business. This is a patter that is used in presenting women issues in the media as identified by McShane (1995) and Jia et al. (2016).

According to the findings of a report by the media council of Kenya, 72% of articles carried out in print media revolve around men and women are only considered at 28%. The study set the foundation of understanding the lack of fair representation female gender in news articles in the Kenyan print media. The print media in Kenya has supported the domination of men where they are likely to be reported 10 times as news sources. According to the Kenya Institute of Management, 34% of business companies reported in the NSE does not have female representation and only 12% of directorship is given to women. Herbling (2013) believes that low preference of women in the NSE allows journalists to quote men as their sources in news and focus on reporting on issues that are male dominant. As such, these findings provide an explanation of the low nature if women coverage in business articles.

2.3.3 Frequency of Mentioning women issues in business

Studies have shown that men are likely to mentioned 13 times in a single article compared to women (Power et al, 2020). These findings confirm that women are hardly mentioned in business articles as sources portraying women as less newsworthy. About 75% of business articles sampled will contain male mentions as a dominant theme compared to women (Power et al, 2020). This is consistent with the masculinized normative model that is used to describe male entrepreneurs. On his part, Armstrong (2004) has noted that managing the structural and editorial influences showed that the presence of females' by-line determines whether they will appear in the news stories. Male sources and stories were mentioned and placed in articles more often, but this is limited by inexistence of interventions about media coverage.

2.3.4 Location of women in business Articles in print media

The location of a newspaper article has a major influence on the audience, but women are not presented on pages with a huge influence. Len et al. (2005) through a study has established that men are mentioned more in influential pages compared to women and women featured more in entertainment section. According to Omari (2003), women are not given preference in front pages of business news that can have a major influence on the audience. An analysis of special issues in news articles done by the Media Council of Kenya (2015) concluded that the print media in Kenya has a low concentration of women in their annual special issues creating an impression that successful businesswomen are unusual and need to be differentiated from their

male colleagues. Thus, women-oriented articles do not make headlines in front pages and even when it is presented in the front pages, the themes are aligned on beauty, crime and gender stereotype roles (Omari 2003).

2.3.5 Influence of gender of the reporter influence portrayal of women in business

According to Power et al. (2020), gender of the print media owner and journalist play a critical role in limiting the amount of coverage. Bloomberg has a female editor since 2015 and another one in 2016. This has shown a remarkable improvement in covering women issues in print media. Ross (2004) through a study established that representation of women issues in business is influenced by gender of the owner. Female journalists and writers portray women in a respectful manner and positively influence their audience. In a similar study, Schmidt (2017) found female writers to demonstrate women in business positively. Majority of the influential front pages in print media are written by female reporter's by-line as reported by a study of Women in Journalism (2012).

Omari (2008) found out the majority of new articles presented in print media are written by female journalist. The existence of gender inequality in reporting about women in business is influenced by gender equality issues in the print media houses where men dominate. Through a study, Ileri (2015) revealed that a gender ratio of 2:1 exists in the Kenyan print media where male journalists form about 66% of the journalists and only 34% are female. This confirms earlier reports from study findings that showed the number of women editors in print media in Kenya to be low. In Kenya, Daily Star is the only newspaper that has a female editor, but it has never had an editor in chief for its 90 years of existence (Frank, 2013).

The status quo in the Kenyan print media favors men as editors and this situation cannot be overturned because of strong power structure that is dominated by men (Shor et al., 2014; Rodger & Thorson, 2003). This implies that women are likely to continue suffering from misrepresentations because it is difficult to overturn an issue that has been considered as a norm (Ross & Carter, 2011). Female reporters have themselves socialized in the issue by focusing on the idea of macho context promoted as a journalistic culture and acceptable practice. The earlier

study by Sherwood et al. (2016) has demonstrated that even print media that has female editors carry women in business stories in the column of sports or lifestyle.

2.4 Effects of gender inequality in print media coverage of women in business

2.4.1 Print media coverage and women in business

Power (2017) has argued that women are given less coverage compared to men in print media and their issues are presented as stereotypes. As such, the print media trivializes women issues with domestic chores, appearance, relationships, and it neglects their professional achievement and success (Power, 2017). In his study by Power (2017), it was revealed that print media trends only focus on women with leadership positions or those with nonconventional roles that are perceived as for women. In the print media, women are mainly assigned gender-stereotyped descriptions as a normal way of describing their issues.

In the context of news stories, women are portrayed as images by the print media and rarely measured as sources of news (Jia et al., 2016). The print media portrays women based on their traditional roles in the society and not influenced by contemporary roles of career and business. In a study conducted by Eikhof et al. (2013), to assess gender media representation, it was revealed that female entrepreneurs are portrayed based on their traditional activities within a domestic centered context. In magazines, women in business are featured as home-oriented, family-based roles and consumers (Lewis 2010). In a recent study, Power et al. (2020) have revealed that 544 women had 395 mentioned types of processes while in 286 articles they were presented as agentive. Therefore, the study concluded that women are mainly portrayed as responsible for their action (Power et al., 2020).

The MCK (2015) found out that lack of a proper gender policy that defines ways of guiding recruitment and fair reporting has increased gender inequalities in the Kenyan society. This has increased negative portrayal of women in Kenya. As a result, the print media has increased negative themes about women in their coverage because female journalists have enhanced positive coverage of women issues. Contrary, male journalists have increased negative coverage of women issues (MCK, 2015). In the context of South Korea, female journalists were found to use positive tones in describing women parliamentarians in the print media (Kyung-Hee &

Youngmin, 2009). According to Schmidt (2017), the differences of women journalists covering business and financial issues and lack of interest in women is a major issue in portrayal of women in print media. Whereas women have been found to be able to portray women positively they are not provided with an opportunity to influence hard business news in print media. In a study covering women in journalism, it was revealed that women stories are not covered in front pages and can only be found in lifestyle sections.

2.4.2 Print media coverage and the public and corporate image of women in Business

The print media has been found to portray women in business less based on their professionalism and career development. Print media representation of women in business shape an influence the public and corporate image of a woman, which has a direct impact on their professional career development (Mathern III et al., 2020). Extensive studies have shown that women face a massive problem of underrepresentation in the print media because few women are used as experts. This has created a perception that women are less competent, and command little public status compared to men (Len et al., 2006; Armstrong, 2004).

In the process of an election, the print media favors party leaders, and this becomes bias against women because majority are always men (Ross et al. 2013). Only women personalities who trail party leaders have a chance of being mentioned in print media. Ndlovu and Mtale (2015) have argued that women are not portrayed in print media despite training and awareness creation about the issue. In a similar study, Insenga (2014) have argued that women views are not portrayed in print media because of content and gender. Aday and Devitt (2001), have established that male journalist is likely to issue-framed stories in print media. Women representation in soft news implies that they are portrayed as less prestigious in print media (North, 2014). Portrayal of women in soft news reflects the interests of women and this depicts existence of gender disparity in the way print media allocates stories. Consequently, the disparity created by the media is a major challenge for women in the print media to carry their stories (Magin& Shark, 2010). Women in the society have embraced certain ethical values compared to men and focus on emotional elements. According to Beam and Di Cicco (2010), women are depicted in stories where emotional elements are presented. Therefore, the studies show that

women are limited in coverage from print media. This is consistent with the finding of Geertsema (2009) that revealed that print media only portrays women in local stories.

According to Ross and Carter (2011), women are portrayed in print media in a biased way and are only framed in the context of victims of circumstance like domestic violence. Majority of studies have shown that print media is biased in portraying women issues and support a male-centric perspective (Global Media Monitoring Project 2015). The gender gap indicates that women are portrayed less negatively in stories about health, lifestyle and fashion. In the Kenyan context, Omari (2008) found out that women are not focused in informing about news in the public. Women voices in print media are considered as unworthy and sources of usage are affected by an imbalance that creates a negative effect to the audience (Kantono, 2016). Therefore, the findings of the study have shown that print media content supports a masculine vision and important things (Gallagher, 2001).

The expectations of women in business by its stakeholders affect their business activities through influencing decision making (Eikhof et al., 2013). Women in print media are underrepresented as successful persons within the business ecosystem and this manner of portrayal limits developing of networks for effective business performance (McAdam et al., 2019). It is critical for print media to develop collaborations with women to improve their business performance. Neiva (2015) argues that women undertaking social entrepreneurship need training and development, but this is affected by systematic challenges within the finance sector.

The main focus of print media in covering women in business activities is inadequate in the role models. This increases the challenges and obstacles in addressing issues affecting women in business in Kenya. Majority of studies have indicated that positive role models are critical in providing guidance to women in business. Print media focus on male entrepreneurs deprive young women of role models that give them motivation to be successful in business. Mentorship is an important requirement to influence women to start business, however, negative portrayal of women in the print media reduces the potential of women engaging and achieving success in business (Lewis 2010). Thus, the print media has a major role to play in influencing perceptions of people to both personal and professional achievement (Eikhof et al. 2013; Junaid et al., 2019).

2.5 Research Gap

The literature reviews have shown statistics of women involved in media activities from different parts of the world. However, there is no clear data or information about exact numbers of women journalist working in te print media industry in Kenya. Thus, it is difficult to assess the portrayal of women in print media because they lack a voice to influence how they are represented. Basically, this allows men to use the opportunity to create news that are consistent with the social order in the society. This research gap will be bridge through this current study because it will generate statistics about women journalists in the print media so that understanding of how women are portrayed in the print media is made clear. Women portrayal in print media is believed to be inferior, incompetent, evil and does not have responsibility (Ruth, 1998). Across the print media in Kenya, women are portrayed negatively (Mwangi, 1992; Cherogony, 2002; Mtambalike, 1996). However, most research studies have failed to state the extent in which the print media has enhanced the negative portrayal of women in Kenya. In particular, it is not clear in how the print media has showcased specific areas in developing negative portrayal. It is this research gap that this study seeks to bridge in the current study.

The media in Kenya portrays women in varying degrees through adopting an unbalanced stereotype approach. For example, women in the print media are portrayed as victims of circumstance whereas the media has the power to change the societal discourse. All state agencies and international organizations have failed to recognize the significancy of women issues in the society despite recognizing their important role in development. As such, there is a need for developing a systematic study that goes further than portrayal, but a deep analysis of the content to develop policies that can be used to create an environment for advancing women issues. Therefore, the literature review has indicated that women in business are negatively portrayed by the print media, but the data on women portrayal in business in the Kenyan content is inadequate This is the research gap that this current study will interrogate through its findings and implications.

2.6 Theoretical Framework

This study was based on two theories namely; the framing theory and agency setting theory.

2.6.1 Framing Theory

According to Baran and Davis (2006), the framing theory is founded on the idea that people in a society rely on expectations as a basis of making sense activities of daily life. Frames is a process of organizing principles that over time they have been shared to the extent that it has shape the social world (Reese, 2010). In the context of print media, framing can be described as a process of selecting particular aspects in the society that are perceived as reality and create salient output in form of communication so that a problem definition becomes clear, casually interpreted, morally assessed, and perceived as a recommendation (Entman, 1993). Van Gorp (2010) argues that framing in the context of print media incorporates the use of a dynamic process to construct a particular meaning and social reality that is created by a journalist who adds another layer in the interpretation of some issues and events as a story line.

Framing can be understood in the context of message construction where journalist focus on development of new texts and promote a specific implication to its target audience (Gitlin, 1980). On the basis of mass communication, framing is simply giving meaning to a political issue in the society or event (Shah et al., 2009). This is a phenomenon that results from an interplay of political elites, print media houses, journalists and practices and culture that support a specific ideology. The definitions offered by different scholars imply that framing as a process involves construction of message determines the way a receiver will interpret the content and it is a common practice in print media (Shah et al. 2009). Framing is common in sociology where it is applied by a metaphor as a foundation of describing how frames are organized and create a certain perspective that will guide message receivers to develop a clear understanding of the subject under consideration. The concept of framing news has a basis in sociology because textual and visual objects have been utilized to organize the way people perceive its audience through a systematic process of either including or excluding amorphous talk to become a discernible happening (Tuchman, 1978). According to Gramson and Modigliani (1989), framing, therefore, is the basis of centrally organizing an idea to make sense and suggest something about an issue.

Reese (2010) described the role of journalists in framing news as one that requires a better understanding of routines and values that are crucial to elucidate and give priority of a particular information over the other. This implies that the printing media has a major role in framing to assist audience to determine a societal normal and common sense by simply repeating a particular pattern many times (Scott, 2001). According to D'Angelo and Kuypers (2010), have argued that dialectical relationship is created from news sources as a basis of framing story lines and ensure the text is interesting and satisfactory to journalists. The latter ends up adopting a certain frame or develop their individual frames and establish a hybrid framing of how events occur in the society.

In the process of making news in print media, certain frames have played a pivotal role in guiding how issues are framed in the society (Perry, 2002; Galtung & Ruge, 1965). These studies established eight culture factors and four western factors that influence the process of framing news in print media (Mencher, 2006). According to Itule and Anderson (1994), the factors that influence news framing in the print media include frequency of events occurrence, local culture of an event, unexpectedness, and possibility of the event to concern the country or its elite category. Other factors that influence news framing include possibility of the event causing negative impact to the society (Perry, 2002). Therefore, the studies demonstrate that embodiment of an event determines its probability of being news and events that are low in one factor must be high in the other so that it becomes a story line in the print media (Perry, 2002).

Lugalambi (2002) through studying news frames has posited that journalists selectively eliminate or include story lines to become news frames and create a situation where particular news frames are dominant over the status quo. Audiences of print media content may not behold to particular news frames but will not escape prevailing issues framed from the presentation of public political discourse (Lugalambi, 2002). According to the study by Lugalambi (2002), news framing is important in the senses that it plays a major role in determining, noticing, and understanding of an issue in the society leading to a systematic way of addressing or interpreting an issue. In broader terms, observations and analysis of news frames are presented as message in text, textual components, individuals, and the prevailing social system.

Baran and Davis (2006) have argued that it is vital to create an understanding of the social-cultural environment and political context of a society for better comprehension of a news frame. This is critical because it provides a foundation of understanding the consequences of specific news frames and how they are applied in that society. Reese (2010), believes that news frames in print media are not in isolation, but it is an elaborate product created by influence of culture. This argument provides a basis for journalists and audience to understand the context in which new frames emerge in the cultural perspective. News frames that are culturally embedded have a higher chance of becoming appealing to a majority of audience and journalists because they are founded in already existing ideologies or social realities leading to a precise and effective interpretation of messages. According to Valkenburg et al. (1999), they posited that print media has the ability to inform the public important issues for discussion and how they should be perceived in the society. Print media audience have a right to be independent on their thinking, but whatever is framed by the print media becomes critical and important than individual perspectives (Anaeto et al., 2008). According to the theory of framing, print media audience link important issues they obtain from the text as an independent aspect that leads to a high level of significance in attaching such issues. Linguistic structures like use of metaphors, visual objects and catchphrases are common ways the print media employs in creating news frames (Reese, 2010).

This study is focused on assessing how women are portrayed in print media by evaluating the number of times women appear in news frames. In addition, examining the extent in which the story lines about women issues are framed by the print media will also play a pivotal role in the analysis. It is important to determine the amount of coverage that women journalists are provided compared to male will have a bearing to the final understanding of women portrayal. In the process, the study will focus on establishing the difference in terms of gender of the author and defines a way to examine the type of story female journalists carry in their reporting in the print media. This is important it assessing the type of news framing in the cultural context (Huffmann et al., 2012). The study will consider both the presence or absence of news framing and meaning conveyed through the text that is communicated through the print media (Huffmann et al., 2012). Understanding media framing is important because it gives the audience alternatives of media research to understand media bias or objectives in news framing (Tankard, 2001). Print media

framing takes its framing cue from a social milieu perspective (Okere, 2013). Since journalists are products of a particular society, the extent in which they depict women issues in the print media they will deliberately demonstrate what the audience accept as important information or norm (Okere, 2013). Therefore, through analyzing news media framing it is possible to define societal situations and important issues.

2.6.2 Agenda setting Theory

The agenda setting theory is founded on the ideology that media has a critical role in setting the agenda for public discourse. The print media has a critical role in the society of giving information to its audience about current affairs on important matters. It is a process of using technological devices to enhance sharing of messages to achieve influence to a greater distance. In the process, print media is at the center of determining the type of message or discussions in the society. As such, the print media can effectively apply the agenda setting theory to influence news, information and level of entertainment received by the audience (Wilson, 2004). However, the information printed through the media must pass through editing before it is released to the public for consumption and interpretation (McCombs, 2000). It is the responsibility of audience to determine the extent in which news can be seen or heard and how this is interpreted in the understanding.

Setting the agenda for public discourse is applied in the print media by designing the topics that will be discussed by audience. According to Lippmann while recognizing the existence of agenda setting in print media observed that print media is dominant compared to picture creations. His postulation provides that audience respond to the pictures construed in their heads by story lines as opposed to the actual events. Consequently, agenda setting is a process that is applied to remodel public events that can be found in a particular environment to become a simple model for audience to interrogate. According to Littlejohn (2002), editors have a major role in determining the final story lines that appear in the print media to influence public discourse.

The theory of agenda setting makes an assumption that ability of the media to influence the manner in which events are visualized is enshrined in the existing culture at two levels. Firstly, it

occurs as common subjects that have a major significance and the second level determines which parts of the story line are important. Both levels play an integral role in defining its function through a three-stage process. The first part involves assignment of significance to issues discussed in the print media while the second stage provides issues that are discussed in print media to influence how the public perceives issues. The last level involves setting the public print media agenda that is crucial for policy formation in a particular country. Littlejohn (2002) has found out that media agenda has a direct influence to the public agenda and policy development.

The public agenda created by print media has a direct influence to policy development in a particular society (McCombs & Shaw, 1977). Through their study, they evaluated the description of persons contesting as presidents and agenda attributes of the electorate in the US. According to McCombs (1977), he found a positive relationship between media agenda and impending public agenda set during election campaigns. Portrayal of women in print media is a study that seeks to identify the media issues about women and their significance in shaping public opinion. Thus, the second aspect of the effect of print media in shaping public agenda is a great concern of this research because it will determine exact parts of news that are crucial in selecting story lines.

Editors and managers in the print media have an impact on the level agenda setting is achieved in the print media. For example, external influencers in developing of story lines in print media is influential in determining the final news that is consumed by the audience. Based on the power of external people like the government, the extent of agenda setting influences the print media agenda. For instance, a print media that has a close relationship with elite persons in the society, their class will have a direct impact in setting the agenda and public discussion (Littlejohn, 2002). This position is consistent with McCombs (2000), who argued that media agenda presented to the public is a product of prolonged discussions by journalists, managers and editors. In addition, agenda of print media news is determined by the pattern of coverage on certain issues like women over a particular known period of time (McCombs, 2000). Therefore, this study will focus on women issues that have been emphasized or given limited coverage in the two leading dailies in Kenya to understand portrayal of women in print media.

2.7 Summary of chapter

The literature review has shown that men have a greater dominance in setting the public agenda in the print media. The content of stories carried by print media gives men preference compared to women who are portrayed as non-sources (Women in Journalism, 2012). Few women portrayed in print media is because of their expertise level or they are victims of circumstances. According to the literature search, women are depicted in print media as; victims, celebrities, mothers and perpetrators. This implies that men are more likely to feature in print media story lines compared to women in Kenya (Women in Journalism, 2012). Also, gender divide is a common trend in print media because the photos used to do not give priority to women. As a result, few women are new makers in Kenyan print media although majority of the studies relied on stories published by female journalists. Gender bias in print media is a major challenge in portrayal of women issues in print media because only a small percentage of stories created by female journalists are published in print media. This literature search has indicated that a bulk of the news stories are provided as headlines concentrate on men issues and rely on male journalists as sources.

In light previous studies searched in this study, it is clear that the pattern of representing women in print media depict a gender imbalance issue. Basically, the literature has demonstrated that women are not covered in print media adequately. Consequently, it is with profound interest that this study evaluates the situation in Kenyan print media where women have important roles in government and the society. The news framing and agenda setting theories used in this study are critical because they provide a basis of understanding the relationship created by gender coverage in print media. Also, the theory has set the foundation that media has an influential power to determine events and phenomena that is discussed by the public and what issues are presented to the public by gatekeepers. Thus, through both theories, it will be possible for researcher to identify the media agenda and extrapolate and retrieve public opinion about women portrayal in print media in Kenya.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter outline the research design, description of the study areas, population of the study, sampling procedure and sample size, data collection procedure, data analysis as well as ethical considerations.

3.2 Research Design

The research design provides a structure in which the study will be developed to provide answers to the research question (Cooper & Schindler, 2001). This study was based on a descriptive research design to establish data about how women are portrayed in the print media in Kenya. The research employed a mixed method approach that uses a qualitative cum-quasi-quantitative methods that sought to describe how women in business are portrayed by the Daily Nation and the Standard. However, adopting this methodology was challenging to achieve the objectives because large quantities of data are summarized into chartered portions to create a meaning of an explicit description. In this regard, content analysis provided an ideal approach to understanding women's media frames in print media. Consequently, the study undertook content analysis but concentrated on two local dailies, namely the Standard Newspaper and the Daily Nation. The two dailies are leading in Kenya, and they have a wider audience and provide a realistic manner in which women are portrayed in print media. Also, the dailies have a website where it is possible to retrieve archives of past newspapers and focus on how women have been portrayed. Therefore, by focusing on the two dailies, the broad spectrum of the Kenyan society will have been considered, and it gave accurate and reliable data that will form the basis of concluding about how women are portrayed in the print media in Kenya.

Considering the nature of the two local dailies to incorporate online subscriptions to reach their audience, it must reach a broader population of Kenya. Thus, this study correctly adopted an analytical design to identify the study's specific objectives (Mugenda & Mugenda, 1999). Analytical research is just a form of content analysis where critical thinking skills are used to evaluate facts applied to the research topic. In this process, the critical content analysis will yield new details and information about a particular phenomenon under investigation in the study. By

applying critical thinking, it was possible to identify critical elements used in portraying women from the sample data of articles retrieved from the two local dailies. Also, it served as an important aspect in deciding any inherent meaning established from the newspaper articles identified in the study. This was sufficient in ensuring a better understanding of different types of women representations that are advanced by print media in Kenya from articles sampled from the two local dailies.

3.2.1 Content analysis

Content analysis as a research method involves identifying specific words and concepts within a large set of texts that provide a news frame. For example, quantification and analysis of meaning or any existing relationships provided an important opportunity to make inferences concerning the message within texts, the journalists, target audience and culture of the nation. Text is obtained in the print media from books, newspaper headlines, conversations, and articles, relying on a specific communication language. To successfully achieve a content analysis of text from the two local Dailies, the text was coded to be reduced into manageable categories under different levels like word phrases, sentences, or themes. The identified codes were subjected to a basic content analysis tool like the conceptual and relational analysis. Since this study was qualitative, content analysis involved any form of analysis containing communication content like speech, interviews, images, and published text to form categorization classes.

In the conventional world, content analysis in the 19th century was largely done using manual approaches by simply measuring lines and spaces according to a specific text. In the contemporary world, technologies especially advanced in computer technologies have provided an opportunity for content analysis to be done using computer-based systems. This is crucial because it enables a researcher to evaluate large sets of data to categorize textual information and provide a basis to identify the frequency of keywords and illustrate the commonly used structure in communicating content. In journalism and communication, content analysis is a methodology that has been used for many years since the 1980s. In modern journalism, content analysis has become a repertoire of approaches used to develop inferences relating to verbs, images, symbolism, and communication information. It is a common strategy of analyzing information in public opinion studies, trailing markets, and identifying political leanings used in newspaper

articles. Therefore, using computer technology in the content analysis will better analyze text processing to understand how women are portrayed in print media.

Krippendorff (2004) argues that proper content analysis must evaluate six questions. The main questions that must be addressed in a content analysis include what type of data is analyzed, how is the text defined, what population of the nation are they have drawn from, what content is relative to the data being analyzed, and the boundaries of analysis for the target inferences. These questions are exhaustive and depict a situation where content analysis is a critical tool in research methods in social science. In analyzing content, data is perceived as a representation of physical events and not mere texts, pictorial representations and expressions that are created to be perceived and interpreted. Thus, the interpretation of meaning should be evaluated by focusing on these factors in mind. Analysis of text on the prevailing context of its application is used to differentiate content analysis from other research methods. The main advantage of using content analysis as a tool for social science research is that is a possibility of both qualitative and quantitative analysis of data, and it gives a historical account of cultural insights, and it facilitates proper interpretation of text for activities that are required in the development of predictive systems facing the main issues under investigation. Therefore, content analysis will allow this research to provide insights into complex human thought models as expressed through language communication.

3.3 Study Area

In his study, the study focused on print media in Kenya, where only two leading local dailies were used to identify how women are portrayed. The print media is an ideal study area to identify how women are portrayed because evidence shows that the Daily Nation and the Standard Newspapers are vital in shaping and influencing the attitudes and people of a large audience in Kenya (Baillie, 1996). This implies that the two local dailies are an important part of public education and give a correct account of women's portrayal in the print media. The study considered the specific area is the 'National News' sections in the two Dailies because this is an issue shaped by national news. The two Dailies carry hard news presented by well-known journalists and reporters to create a neutral environment and objectively account for a specific issue. Hard news is important communication that is fast-tracked and disseminated by the print

media, and it is found in the front sections (Schudson, 2003). In the Daily Nation and the Standard Newspapers, the 'National News' section is placed in the hard news sections. It is found in the first ten pages in both dailies showing that it is hard news that journalists and reporters will be interested in shaping the attitudes and perception of the audience.

The National News section is presented with a target for the Kenyan audience and not international people who access the newspapers through online media. According to Matu (2003), the National News stories are considered the most important to the Kenyan audience. On the other hand, the majority of the readers scan through the newspaper before deciding on which is the suitable area for them to read (Dor, 2003). Therefore, a strategy to consider these sections in this study provides an opportunity for a better understanding of frames that the print media seeks to promote women in Kenyan society.

3.4 Study Population

The study population for this research was news articles obtained from Daily Nation and the Standard Newspaper issues that appeared in the National News section for a period between June 2021 and August 2022. A sample of 60 newspaper articles was considered in the content analysis, because during this period a lot of businesses had been closed down due to the Covid-19 pandemic and women-owned business had recorded the highest failure rate. In Kenya's context, newspaper articles produced during weekdays have new accounts of happenings, while weekend articles are simply a summary of occurrences during the week (Matu, 2003). Therefore, focusing on the issues carried out on the weekdays provides a better way of evaluating daily accounts of women portrayal in print media as carried by the newspapers. In one month, both dailies produced woman issues every day, which implies that 60 issues were carried out during the period.

3.5 Sampling Procedure

This research adopted a purposive sampling technique where only crucial issues related to women representation are identified from the newspapers during the stated period. This is an important sampling technique for this study because it offers an opportunity to identify a relevant sample influenced by personal judgment to enhance a detailed understanding of issues and

phenomena under the research question (Gall et al., 1996). Through purposive sampling, it will be possible to identify important news articles with appropriate information about women portrayal in print media in Kenya. For example, the Daily Nation and the Standard Newspapers were purposively identified because of the wide coverage in the entire country and its large audience size (Okigbo, 1994; Obonyo, 2007). Therefore, the nature and location of the two dailies provide a crucial part of the sampling that will give important information about how the print media portrays women in Kenya (Bowen, 2010).

In this study, the sampling procedure was done in a three-step process to select media form, identifying the period and sampling of critical content from the newspapers (Newbold et al., 2002). As indicated in the study population, the Daily Nation and the Standard were selected, and only the hard news genre was considered for analysis. The months of September and October 2021 were selected because it was a period when the appeal court was assessing the BBI legal battle, and it implies that most of the hard news is focused on politics. However, the articles about women at this period will present women without any influence on politics. Therefore, this period was selected for this study because it was a time in Kenya when politics could not influence women issues. Only articles published on the weekdays were considered for this study, and the applicable content for the analysis was hard news of information reported on women. Hard news is more important for the study than editorial articles because the latter presents an official position of the local daily, which may not be the clear representation of women in print media (McQuail, 2000). Similarly, the unit of analysis considered a single news article from each of the dailies in a day.

A random sampling procedure was relied upon in this article to establish a single copy of the local daily in a day between September 2021 and October 2021. This provided two copies in a week, eight copies in a month, and 16 copies for the two months. This will be followed by coding the two months from September 2021 until October 2021. After this, the specific issues presented in the newspapers have been identified in the coding sheet. This was followed by selecting the number of copies by tossing the numbers to select the copy at random in the coding sheet. This identified 86 copies from the two dailies, which translates into 32 copies daily. The last process in the sampling procedure was to undertake a content analysis of all the sampled

copies to identify how women are portrayed by focusing on how women issues are reported in the two dailies. The basis of the content analysis was to focus on the type of stories carried in the two dailies and the amount of space provided for articles reporting women issues. Later, the study classified the articles based on their themes to illustrate what the print media portrays about women in Kenya.

The selection of the news frames from the newspaper articles is influenced by the fact that Covid-19 has affected the economy of the country and many women will be venturing in small businesses for economic survival. As such, it is expected that many women activities will be involved and in business and their coverage in the media was high from July and December 2021. Therefore, this will provide an accurate account of how women in business are portrayed by the print media in Kenya.

3.6 Sample Size

The study relied on 60 news articles sampled randomly from the two daily newspapers. The articles were selected from the two leading newspapers for the period between June 2021 and August 2022. The sample size considered the extent to which both dailies covered women issues within the two months under the study.

3.7 Data collection tool

The data collection tool was a framework with specific items to look for from the stories featured in the newspapers. This framework was subjected to all the articles so that similar themes would be coded together for easier synthesis. The framework was used to guide the coding of the articles. In every article, data was collected on various aspects like the gender of author, location of the article in the newspaper, size in length of the article, and topic covered. Similarly, the emphasis of the article was identified as well as the frequency of mention of women in business. Importantly, the nature of portrayal in the news article where women in business are mentioned was also identified from the article assessment. It was important that data about the photo accompanying the news article to determine any extent of bias coverage was collected. Information about the article author and performance of women –owned business was also be

identified from the articles for content analysis. This data was coded using the framework attached (*see Appendix one*).

3.8 Data Collection Method

The data for the study was collected from online copies of newspapers, which were considered the instruments of data in the study. This implies the thematic frames for women portrayal in print media were identified in the study. The study used both primary and secondary data sources to elaborate on news frames Identified in the study. Concerning primary sources, data was identified by reading the sampled news articles to provide the information required in the study so that it forms the bulk of data to be analyzed. Where an image is provided, the unit of analysis will cover both text news and the graphic image. Relying on coding was important to this study because it allowed the elimination and categorization of articles according to the aims and objectives of the study. The categories of news frames were influenced by detects of social representation theory like metaphors, imagery, personification, and thematic anchoring. This was sufficient in identifying thematic representations applied by newspapers so that it can support an analysis of how mechanisms can be linked to new storylines.

The coding sheet used in this study was pre-tested before it was finally applied to the study to enhance the reliability and efficiency of the data collected. This is important in the study because it provides a uniform consistency and clarity of the coding process. Therefore, a pre-test was performed on four articles, an appropriate number to evaluate a coding sheet (Holsti, 1969). The process identified that a clear description of the thematic categorization was required, and discrete emotions must be incorporated to be part of the independent variable to assess any emotions created by pictorial representations in the news articles.

Secondary data for the study was obtained from an applicable literature review concerning how social representation issues and empirical analysis can impact print media. The data used in the study was used for validation of the study findings, and the main secondary sources used in this study include online articles, books, journal articles and websites.

3.9 Data Analysis and Presentation

The basis of data analysis in this study was content analysis, which involved both qualitative and quantitative methods (Newbold et al., 2002; Pawson, 1995). Through content analysis, it was possible to make inferences systematically and objectively according to the characteristics of the articles identified. Similarly, it permits quantitative analysis of new articles to identify and predict the occurrences of all characters to establish latent content from a text that makes it possible for interpretation and not stated explicitly (Newbold et al., 2002). The coded data in this study was analyzed quantitatively using the SPSS package. This is crucial because it provided an opportunity to identify manifest content from the number of newspaper articles and different elements utilized in representations through naming, metaphors, thematic anchoring, and personification. However, the findings were illustrated as tables and graphic representations.

The qualitative content obtained in the study was analyzed to provide inherent meaning for the specific elements in the representation. According to Moscovici (2007), the tenets of the qualitative analysis in this study was based on SRT, which includes naming, metaphors, and thematic anchoring. In the context of images presented in the qualitative data, personification evaluated emotional dimensions created through photographs in the news articles. It is impossible to have a fixed interpretation of the text, but this can only be achieved by adopting multidimensional and rational mechanisms (Flick, 1998). Therefore, a qualitative methodology in the analysis was crucial because it permitted the researcher to obtain meaning from several representations of women in the print media in Kenya. Consequently, the study was able to decipher the entire representation in identifying applicable thematic portrayal of women in print media.

The findings of the study were presented qualitatively and quantitatively. Qualitative findings were presented through themes identified from the content analysis while quantitative data was presented using tables and graphs so that it becomes easy for the audience to visualize and conceptualize its implications. A lot of focus was directed towards identifying the themes that describe how women in business are portrayed by the print media in Kenya. Also, the presentation focused on gender variations and impact to the women owned businesses in Kenya.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

Africa has been working towards gender equality in all sectors, business ownership and management being among them. In Africa gender equality has not been fully achieved and thus this chapter illustrates beliefs the society hold for women in business as derived from the findings of the study on Portrayal of women in Business. Several newspaper articles were retrieved for analysis, and this provides descriptive statistics where a total of 52 articles were coded and analyzed. The results shows that 18 articles (36%) were obtained from the Daily Nation and another 33 (67%) were obtained from the Standard newspaper.

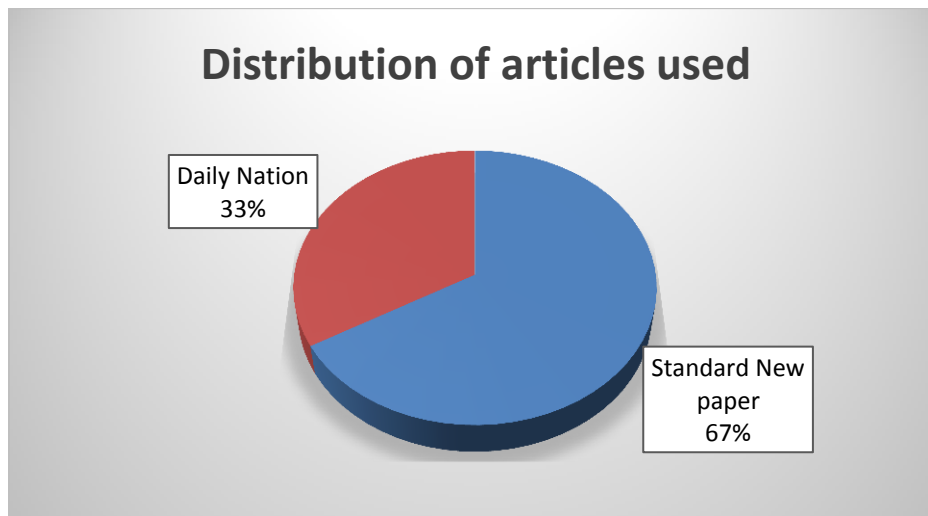


Figure 4.1: Distribution of articles used in the study

4.2 General Information

4.2.1 Response Rate

A total of 86 articles were targeted in the study, 18 articles (36%) were obtained from the Daily Nation and another 33 (67%) were obtained from the Standard newspaper. This gives a response rate of 59.3%. 16 were found in the news section , 3 were identified in the politics and economy part , 4 within the corporate region , 6 in the editorial section , 10 (20%) from the markets and money section and the remaining 12 were extracted from the lifestyle section.

4.2.2 Background of Respondents

It was important to identify the main focus in the articles to determine how women are portrayed in the study. The findings shows that 9% of the articles focused on male issues, 6% on female matters, 70% on both gender stories and 14% did not focus on gender issues. Further, the findings show that 70% of the articles that focused on male issues were presented by male journalists while 14% of these articles lacked a byline. Similarly, 60% of the articles focusing on women were written by male journalists and only 30% were written by male reporters. Another 3% of the articles focusing on women issues had both male and female writers, but another 2% lacked byline. Additionally, 70% of the articles focused on issues of both gender but were written by male journalists. Moreover, 17% of the female journalists, 2% were written by both gender and 10% did not have a byline. 70% of the articles that did not focus on either male of female issues were written by male journalists while another 12% by feminine journalists, which 16% did not have a byline.

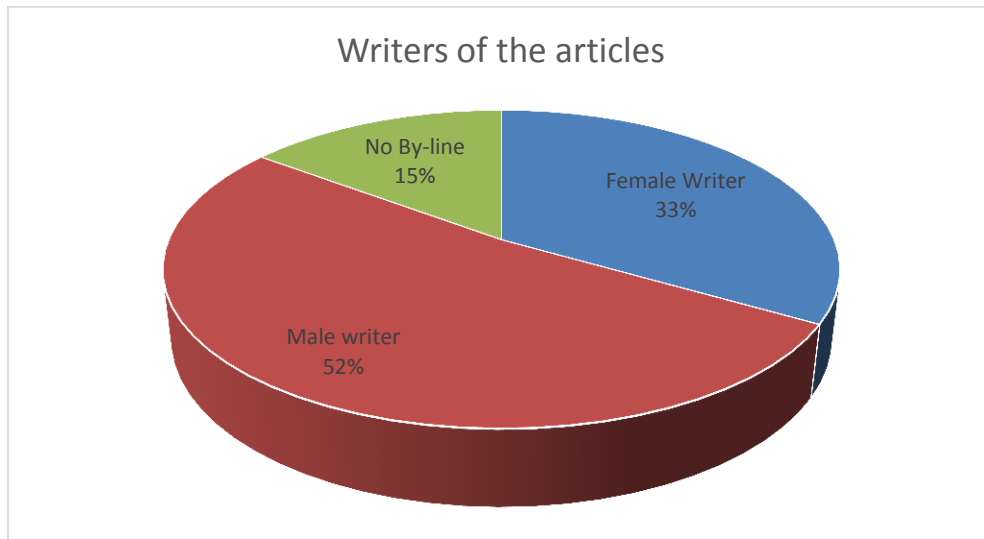


Figure 4.2: Writer of the articles used

Most of the articles used in this study had a picture of the subject (the woman whose story is being told), while only a few (11%) of the articles were not accompanied by a picture.

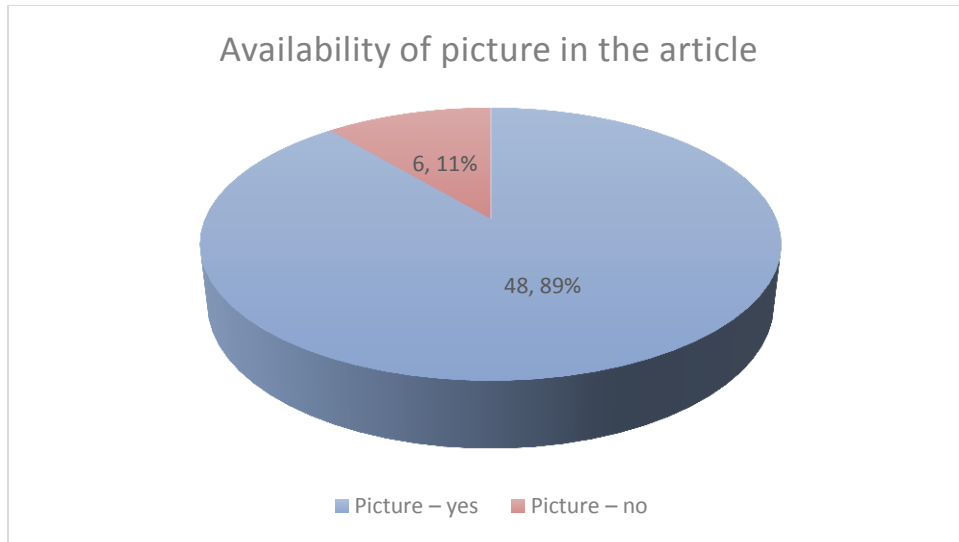


Figure 4.3: Availability of picture in the article

Besides, the researcher sought to establish the tone used in narrating the stories about women in business. The figure below illustrates the different tones used by both male and female reporters.

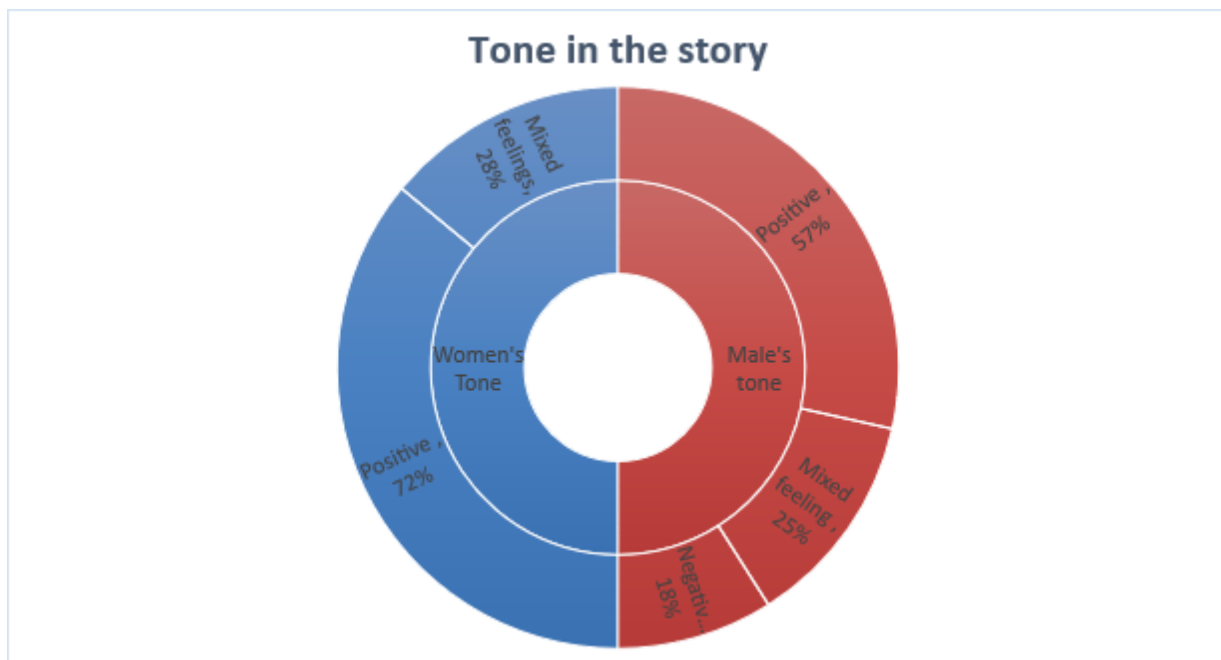


Figure 4.4: Tone used in the story

4.3 Portrayal of women in Business

4.3.1 Thematic/ anchoring: Gender discrimination

Gender discrimination is a big challenge, with claims that there are less women in the job market that are qualified for leadership roles. However, women's participation is of importance in propelling the economies, as reforms have been implemented to boost inclusion of women in economic development. Women have been locked out of business and investment opportunities for long. Cultural norms that have favoured men for a long time are now shifting, and women are learning how to invest and participate in wealth creation. Due to the gender roles allocated to the women by the society, there has been a negative impact on their efforts to engage and grow in business. Childcare, gender-based violence cases and home management roles have been seen to be of great impact on the outcome of their business ventures.

“Women-owned SMEs also faced slow progression due to poor access to childcare for the traders. According to the study, 47 percent of businesswomen involved in cross-border trade needed childcare but only 6.3percent of these women had access to it. To cope with childcare responsibilities,19 percent of the respondents were forced to report to work with their children, 31percent opened their businesses late, 27 percent missed work and 26 percent closed their businesses early” (Daily Nation, July 12 2022).

The results of the articles were subjected to an analysis to determine the extent of stereotyping of women in business as a basis of determining how women are portrayed by the Nation newspaper. This is critical in this study because the level of stereotyping has an influence to the overall perception of the public towards women in business. Two percent of all articles coded in this study portrayed women in business based on stereotypes and focused on the traditional roles of women like taking care of children. The role of women in these articles was founded on the social norms, which the society expects of them. Audience reading the articles was reinforced about the gender roles of women and this increased the social acceptance of women roles in the society. Majority of the articles described women based in their stereotyped roles like age, children and marriage. However, the journalists in the articles failed to consider the opinion of women being interviewed, but where male interviewees were used their opinion was greatly considered.

4.3.2 Roles used to by Print Media to Portray Women in Business

It was important to identify the role or characters used by the print media to portray women in business by the Nation newspaper. Reporting of women in business was influenced by stereotypes and they are portrayed in a negative way because they are considered as victims of circumstances and involvement in criminal activities. For example, articles that showed women as victims illustrated women as people affected by issues beyond their control. In particular, the articles showed women as affected by bad timing, political effects, economic constraint, environmental concerns, and unpredicted natural calamities. In other articles, women were portrayed as harmed or as individuals who are suffering from their own action. All the articles showing women as victim of circumstance focused on those losing their business because of the Covid-19 pandemic effects. However, the articles portrayed a scenario that women were more likely to lose their businesses compared to men. In some articles, women were portrayed as widows, sick, insane and victims from gender-based violence. Women participating in business have been described to be unaware of the cross-border trade laws and regulations, yet these are the laws that have been put in place to benefit the traders.

“Lack of access to information related to cross-border trade tops the list of issues inhibiting women traders from reaping the full benefits of regional trade blocs. According to a study by the University of Nairobi’s Women Economic Empowerment (WEE)Hub, more than 50 percent of the women participating in cross-border trade do not know the laws and regulations governing regional trade. This figure is higher at the Busia border point (62.4 percent), followed by Namanga (44.5 percent).This is unfortunate because some of these regulations are developed for the benefit of the traders” (Daily Nation, July 12, 2022).

The findings show that articles that displayed women in business are mainly through criminal activities like corruption, blackmail, theft, bribery, and abuse of office. These articles showed that majority of the cases involving women in business achieved their status through corruption of women in politics and civil servants in the public sector. Women being identified as supporters of one another in business and employment opportunities are a great positive impact. Businesses owned and led by women have been shown to improve in terms of innovativeness as

they try to meet the clients' needs. Women led businesses in the developing economies have been shown to outshine the developed counterparts.

“Lastly... your advice to women entrepreneurs? It’s scary but release your fears and trust yourself and your instincts. If you love it, you will make it work, regardless of all the obstacles you will inevitably find. Everything always works out in the end. If it hasn’t worked out, it’s not the end” (Standard, October 18, 2022).

The belief that women should have their life figured out and have good personality. Many believe that some ventures, such as the alcohol business are not made to be explored by women. This makes women who try to get out of this belief and myth victims of circumstances as they face obstacles from the societal building blocks such as family members, friends, and the church.

“What do you believe is the ideal image for a woman? A woman should be well put together and composed, all the while letting her personality shines through” (Standard, August 23, 2022).

“However, the decision to go into alcohol manufacturing put the former accounting clerk with the Ministry of Tourism into a social dilemma. Few understood why the couple had to close a business that was thriving and venture into uncharted waters. “Friends ran away when they heard we were going into beer manufacturing. They actually thought we had gone bankrupt, hence, the closure of the hardware shop. On the other hand, our church thought we had become ‘the lost sheep’ by daring to go into liquor business. But we had seen a gap in this market and were determined to fill it,” she says” (Standard, August 30, 2022).

4.4 Gender Variations in reporting of women in Business issues

4.4.1 Extent of Coverage

The findings illustrate that most of the newspaper articles carrying women information are written by male writers who are influenced by stereotypes and socially accepted norms. Articles that focused on male issues were given front pages and interview columns in the newspaper. This implies that an entire page was allocated to cover an interview with men in business, leadership,

and male dominated enterprises. Also, part of the articles focusing on women was covered in the interview columns, but it carried stories of women in business, government and women dominated enterprises. The articles that illustrated men in business issues centered on their success to create a positive of success of men in business. For example, interviews with men were only for selected chief executives and business owners who had a high degree of success. From the study, some women have started and developed businesses to solve problems that have affected them or the society at large. For instance, having personal skin challenges are some of the motivations towards starting a beauty product to help solve their own skin problem and those of other people facing similar challenges.

“What inspired you to start Beauty Square? I had aggressive acne and when I looked around for help, I noticed whenever I went to any page, marketing started and ended with posting the product and naming its price. There was a lot of misinformation around skincare, which caused me to make a lot of mistakes in my journey. It was then that I decided to dedicate my business to helping people understand their skin and the solution to their skin issues. What do you find challenging about it? When clients often disregard policies and procedures - you find people calling at 9pm to consult. Another challenge is the emotional toll the business can take. Sometimes you find yourself taking on the emotions of your clients as they go through their journey. When it’s going great and they share their progress, you feel good and it’s validating, but sometimes it’s not linear and for some clients, it may take several tries of different products before seeing progress and this can affect you negatively. Sometimes you find yourself questioning your abilities, but you have to remind yourself the skin is a complex organ and it’s not always a quick straight shot at a solution” (Standard, April 9, 2022).

Others were inspired to start businesses based on their past experiences and interests. For instance, venturing in the health care business and transitioning fully from the employment sector to the business world to enhance access to health after seeing challenges that patients face.

“It wasn’t obvious to me that I’d be an entrepreneur. I have however learnt that as one goes through life, opportunities present themselves or the different things you learn as you go along steer you to a direction you never knew you’d take. For example, as I did

my internship back in my medical school days, I saw the challenges patients faced when accessing healthcare. I had planned to specialize in pediatric surgery but given what I had witnessed, I became passionate about enhancing access to health services to all Kenyans. I ended up pursuing an MBA in healthcare management with the hopes of influencing policy and practice in the health sector” (Saturday Nation, June 19, 2021).

Articles that focused on women in business used start-ups of women owned businesses and these stories were covered in the lifestyle pages of the newspaper. The articles focused on homecare, beauty and fashion and feminine issues that showed challenges and failure of women in business. Female journalists who wrote women issues were found to have a higher tendency of writing about female dominated articles compared to male journalists. Also, the findings shows that a majority of the articles about women were located in the lifestyle pages and focused on women owned start-ups businesses that had a lot of challenges for the business. On the basis of interview, very few women were given an opportunity for interviews in the newspaper compared to men in business.

4.4.2 Sources of News about women in business

The results of the study demonstrate that existing disparities in coverage of women in business was because of the source. The study shows that majority of the articles rely on personal opinion of men or were obtained from a single person who is likely to be influenced by stereotypes. There are less African women in the employment sector more so in global companies’ boards thus men have the largest number of CEOs. Lack of training on keys issues in business such as, bookkeeping and separating business and personal finances affects the business venture as professionalism. Women have also ventured into other professions such as engineering that they never dared to venture into the past.

“These women also do not receive sufficient financial literacy training, hence end-up engaging in practices such as poor book-keeping and diversion of loans into needs other than the business such as school fees and rent. The funding will ensure that these business” (Daily Nation, August 23, 2022).

“What lessons have you learnt running your own garage?... I have definitely learnt a lot about the financial bit of the business. Back then I would combine everything I earned but now I have learnt to separate my finances and I have also learned how to pay myself from my business” (Standard, October 27, 2022).

Articles that obtained its information from opinion of men was mainly carried in the hard news section like politics, economy, and money and markets. Comparably, the news articles that obtained information from women were carried in the soft news sections like lifestyle, fashion and beauty, home decorations and health. The findings showed that the only time a woman would be sourced as a source was where a woman was a key participant in the article. For instance, where a woman is the judge tasked with making a ruling or where a woman is the senior most individual like a cabinet secretary.

With the expectation of the world population to be growing and be populated by Africans. To tap Africa’s full potential, we need to improve representation of Women in workplace. There is an expectation from the rest of the world toward the African woman in business ventures. She is expected to be in the lead and ensuring that the consumer is supplied with all that they need. The implementation of new funding sources to support women in businesses have been set aside and support women more so during the COVID-19 crisis. This is because lack of access to funding has been identified as a challenge impeding growth of women led businesses.

“The funds will enable the Africa Digital Financial Inclusion Facility to design and implement programs to improve digital access to finance for women entrepreneurs, reducing the \$42 billion (Sh4.8trillion) financing gap, and improving their operational efficiency to build back better following the COVID-19 crisis. We-Fi's fourth round of allocations comes at a crucial time. Women's economic empowerment is under pressure due to conflict and insecurity, rising prices and the continuous fallout from the Covid pandemic around the world,” Bärbel Kofler, (Daily Nation, May 3, 2022).

“The WEE study also identified lack of access to funding as an issue that greatly impeded the growth of these businesses. Because they could not access loans from larger financial

institutions, these businesses mostly relied on chamas as their main source of financing. But the money they got from chamas was not enough for growth” (Daily Nation, July 12, 2022).

Opinion articles carried out in the newspaper were sourced from multiple contributors who are economists, scholars, lawyers, doctors, and senior executives. Opinion from these individuals were covered in more than quarter of the newspaper and written by male journalists who are the regular contributors.

4.4.3 Gender Mentions

The results of the study has shown that some of the articles coded mentioned male or female characters only, other male and female while the rest did not mention any of the gender. Innovativeness and venturing into areas that have not been ventured in market products needs courage and self-drive. For instance, the introduction of purple tea in Kenya is a business that has been brought about by a woman and she is making good money from it as well as improving the taste of tea and its nutrition content.

“Ms Muturi sells a 50-gramme packet of processed purple tea for Sh289 while 150 grammes of rolled tea leaves sell for Sh350. For comparison, a 250-gramme packet of loose packed black tea retails at an average of Sh100. The processor sources her produce from purple tea growers in Murang’a and neighboring countries and reckons that she has a steady supply of the raw material to support her ambition to be an exporter of the commodity especially in South Korea, who are big consumers of the tea, the UK, and European Union countries” (Daily Nation, March 16, 2022).

Women in business face challenges not only in the gender issues but also in penetrating the markets as they try to find people who believe in them. Lack of knowledge on the available opportunities is also a big challenge.

“Any challenges you faced when starting out and how did you overcome them? The challenges have been many in starting all my businesses – we could have an entirely separate conversation about that. One of the major challenges, however, is finding the

right group of people who believe in you and your vision. People who are working not only for a paycheck, but also because they love what they do and are ready to push boundaries. People who can complement – not imitate – my strengths. I am learning to hire and build partnerships based more on instinct. Any time I follow my gut, I seldom go wrong” (Standard, August 23, 2022).

“The main challenge women generally face when it comes to investment, is ignorance. Lack of knowledge on the opportunities available and how to go about them makes women lack confidence in making decisions and taking action” (Standard, July 3, 2022).

Over half of the articles sampled in this study mentioned men only and were located in the hard news sections of the newspaper. In the article, men would be mentioned about their roles as senior government officials or based on their professional success. Comparably, the articles that mentioned women were located in the soft news sections covering mainly lifestyle and beauty. The audience prefers reading articles in the front or back pages, and this plays a vital role in shaping the perception or opinion of the reader towards a particular gender. Articles printed in the back and front pages of the newspaper were mainly written by male journalists who relied on men as their main sources of information. Majority of men quoted in the hard news sections were people in authority like senior chief executives of successful companies who had a lot of influence to the society compared to men.

4.4.4 Gender of print Media Owner

The senior managers of the Daily nation and the Standard are male alongside their managing director. The results have indicated that the gender of a writer is an influential factor in determining the nature in which women are portrayed. For example, the results shows that most of the hard news articles are written by male journalists while women dominate articles in the soft news section. The front pages of both newspapers covered current issues that are happening around the country while the back pages concentrated on current issues globally. Majority of the articles in the hard news section carried the politics theme.

Politics and economy are the dominant issues in the hard news sections where a lot of political information is carried out. The corporate section of the newspaper covers current news in the business world while the market and money sections are focused on business-based articles. Under the opinion and editorial sections, articles with varied topics have been considered on the issues of politics, health, education, and technology. The lifestyle section in both print media carried articles under the theme of fashion, beauty, and home decoration.

4.5 Impacts of Gender Disparity in print Media Coverage of women in business

4.5.1 Extent of print Media Coverage of Women in Business

The findings have revealed that 65% of the articles coded in the study carried positive stories about men, while 35% articles positively portrayed women. However, 33 articles of those portraying women positively were written by men while women only wrote 12 articles portraying women positively.

The results shows that women had a greater tendency of writing positive stories about women issues than men. The findings show that there were a majority of positive stories about men that were written by female journalist in the two dailies. The articles that portrayed women positively to the audience were featured in the news section or lifestyle pages where women in business were mainly portrayed as business owners, experts or holding senior positions in government. Portrayal of men positively was mainly covered in the articles in business where they were depicted as successful businesspeople by assessing their enterprises. Other positive stories about men were carried under special features sections like the interviews and their entrepreneurial activities. Men articles were mostly in the politics and economy sections which were written about the themes of business, new technology and career development.

The study also showed existence of negative stories about men and women that were portrayed through the print media. Majority of the articles were identified as portraying men negatively while the remaining carried negative stories about men were written by female journalists. The findings of the study have shown that negative stories about men were published in the news section and placed under the politics and business sections. However, dominant stories were about corruption cases of senior government officials who are women. Negative news of women

in business were also carried out in the news section and published under the themes of politics or business. The articles involved women in politics that had been involved in corruption scandals or facing criminal charges.

4.5.2 Print media portraying image of Women in Business

The portrayal of women in the media had an impact on how the public synthesized the information they created from the articles. This implies that the corporate image public perception of women is altered by the way the news articles are presented. Some of the articles mentioned women as using a positive image within their business enterprises, but some of the articles portrayed women negatively as criminals, victims or based on cultural stereotypes. However, majority of the articles that portrayed women in business positively were written by male journalists while the remaining were written by female writers. The results show that a majority of articles in the print media that portrays women negatively were authored by male journalists because of stereotypes.

Majority of the positive stories about women in business were published in the lifestyle sections or under business news. The articles featured successful women in business managing start-ups within the SME sector, but rarely focused on the success of women in large enterprises. Inclusion of women in business aims at closing the gender gap and find a way of dealing with the challenges attributed to social cultural norms to encourage women in business.

“While more deliberate efforts are required to close the gender gap and realize the potential gains of financial inclusion, educating women on how they can formalize their businesses is also crucial to narrowing the gender gap. For this reason, initiatives such as Eleva8 Her are essential in linking women entrepreneurs to networks and skills to help them grow their businesses”.

In the African setting a successful woman is believed not to settle down, however, on the contrary, women are succeeding and raising children and families hence end up having a healthy career and a healthy family. The juggle between family, job and education makes things tough

for women. With leadership having been associated with masculinity and women approaches of leadership being termed inadequate it is hard for women to propel in the cooperate world.

“There is this notion...successful girls don’t want to settle down nowadays...what’s your take on this? I know many successful women who are happily married and raising children – they are able to find the right mix. I think a successful career and a healthy family life are not mutually exclusive, and contrary to popular belief, one should not have to choose one or the other. A woman can have it all” (Standard, August 23, 2022).

“With raising two boys, what do you enjoy most about motherhood? They are a lot of energy, so I love that they keep me on my toes. When they look at me with adoring eyes or just need me to make it to the next minute because nobody else can take my place, that’s it right there. They are also both incredibly gorgeous so I can stare at the mall day” (Standard, October 18, 2021).

Women are play a key role in shaping the organizational priorities and therefore should be given senior leadership roles to advance their career progression and impact the business world in general. Women are coming together in groups to help preserve the dying artistic African culture as well as the demand for eco-friendly materials.

Majority of the articles that portrayed women negatively were printed in the news or lifestyle sections where majority of the articles perceived women as criminals, victims or they were considered based on the stereotype roles of giving care to the family. The Covid-19 pandemic led to a lot of problems for start-up businesses and majority of women enterprises collapsed. However, majority of the articles provided in this study focused on demonstrating failure of women in businesses who are struggling to run their enterprises compared to men. The articles have emphasized that women face the challenge of balancing their traditional roles in nurturing the family against the competing interests of competitive business in the market. Some of the articles reported booming business of women-owned businesses, but such articles were only focused on fashion, home decorations and beauty segments. The business portrayed by the

articles was mainly small or medium enterprises compared to men businesses that were described as large.

4.6 Discussion

4.6.1 Themes on how Women in Business are portrayed in print media

The findings of the study have shown that women in business are portrayed negatively through stereotypical roles in the society that must be aligned to the norms and values. In addition, the print media in Kenya portrays women negatively as victims of circumstance or involved in criminal activities. The nature of themes presented by the print media in Kenya is skewed so that it can portray them negatively so that it undermines their input and competitiveness in business. This is consistent with an earlier finding by Power (2017) who found out that women receive less coverage in the print media compared to men. This study emphasizes the important role of the media in the society, but it is still influenced by retrogressive cultural norms that consider women as inferior. Therefore, the print media in Kenya is a major impediment in supporting wellbeing of women and only focus on portraying women roles that do not represent the actual situation of business. In this regard, the extent of portrayal has advanced the manner in which stereotypes are perpetuated, marginalized, and profiled in the Kenyan society. The findings of the study are consistent with earlier findings in the study by Schmidt (2017) who through a thematic analysis of women portrayal in business found out that women are mainly perceived based on their domestic roles.

The print media has an important role of shaping the perception regarding the image of women in the society. According to Guy (2007), he argued that the media plays an important role in shaping the perception and mind of audience. For instance, some of the stereotypes presented by the media portray an accurate depiction of gender roles in the society, but some of the stereotypes are misleading and incorrect. The society is a huge consumer of gender bias and women in business is an example of a section of people who are affected negatively through portrayal in the print media. The society can reject gender stereotypes as common truth and it is possible that it will influence the newsmakers to change their inclination on focusing on stereotypes (Goodall, 2005). The nature of business reporting about women in print media portrays women based on stereotypes or victims of circumstance and it is important that this is

changed by focusing on credible sources. The print media is at times ignorant about activities that occur in the business world and should not go public and portray issues that are skewed.

The main concern about negative portrayal of women in business in the print media is because of male writers who are engendered within their society. This is the main reason stereotyping has become a norm and not an exception. It is imperative that journalists should need to be sensitive to their choice of words in portraying women in business so that any form of stereotype is reduced. However, the negative portrayal of women in business can be a selling point for the newspaper, but it is undertaken without utmost regard to the impacts it creates to women in the society. It is vital that the print media must change its approach and emphasize on a new methodology that involves coverage that will not have negative implications. For instance, the print media can adopt a wider level of representation by focusing more on the positive roles of women in business and contribute to creating a more diverse and socially accepted society that can support social change transformation (Zukerman & Dubowitz, 2005).

4.6.2 Gender variations in Print Media Coverage of Women in Business

The findings of the study have shown that there are huge disparities in the coverage of women in business issues compared to men. The disparities are covered based on the volume of coverage, mentions, photos used, and source of the news and gender of journalists writing the articles. On the basis of coverage, the results in the study show that coverage of news is dominated by men while men are relied upon as the main sources of information. The findings are consistent with earlier findings in literature review by Grandy (2014) that showed women are cited as sources of news in business articles less compared to men.

The study found a serious disparity on the basis of mention of women in the articles. Women are disregarded and not mentioned in the print media proving an earlier finding by Power et al. (2020), who found out that more men are mentioned compared to women. Consequently, writers of the articles do not regard female voices in their articles, and this results in inhalation of women interests in business. The biggest part that was focused by the news articles was personal experience and not their professional experience and use the lifestyle news to portray women according to their family status . Also, the findings have indicated that in majority of the

articles, the male bylines were common in the front pages where male writers were preferred. The findings from the study prove intentional delegitimization, marginalization and trivializing of women in the print media in Kenya. Consequently, the media as an institution is used to exploit and distort actual information of women involvement in business. The negative portrayal of women in business constructs faulty expectations like a successful woman in business does not have a successful family.

The findings indicate that the image of women was higher in the hard news sections compared to the content in text. This implies that women in print media are more likely to be portrayed using visual aids and not to be used as sources of information. Therefore, the print media has demonstrated a huge disparity in the manner in which photos are used in the hard and soft sections of the newspaper (Grandy, 2013). It is an issue because the success of women in business has been recorded globally, yet women are still underrepresented in the print media. Focusing on the lower strata of the society is key in ensuring that print media does not manifest its strategy to underrepresent women issues in business.

4.6.3 Impact of negative portrayal in print media coverage of women in business

The study has shown that the Daily nation and the standard publishes positive stories about men in business compared to women. The main reason for this portrayal is that majority of the stories are written by men, and this reduces the tendencies of women writers to write positively about women in business. This is consistent with an earlier finding by Omari (2003) who argued that male writers are not motivated to write positive stories about women. Also, female writers covered in the study did not write negative stories about men. This confirms an earlier assertion by Ross and Carter (2011) that female writers have an opportunity to change the overall societal perception of male dominated print media tradition of negative portrayal of women. Negative portrayal of women in the print media is a major issue because it affects the overall public perception of women because the articles only portrayed a positive image of women in business when they are in leadership, profession, corporation or authority. According to Mathern II et al. (2020), the print media portrays women as less successful in business compared to their respective professions. Therefore, the findings indicate that media representations has a major impact in shaping career aspirations of women in business.

Business led by women have thrived and have won awards as well as having many employees who depend on them for employment. Women should therefore be motivated to create products that will go beyond them. Majority of the articles in print media that portrayed women in business negatively had men as their writers. The Media Council of Kenya (2015) through a survey revealed that men writers write negative stories about women because of gender bias. The main limitation of women writers portraying women positively is due to the fact that they are only allowed to write in the soft news sections like lifestyle. Thus, the huge gender disparity has increased the flawed portrayal of women in business.

The extent of negative coverage affects the positive performance of women in business because majority of the enterprises owned by women that were covered in the study were not thriving well. This finding supports an earlier finding by Junaid et al. (2019) that established that print media representation of women issues has a positive influence on the level of success by women owned enterprises. For instance, the negative portrayal of women in business affects the nature and manner in which stakeholders relate with them and affect the process of critical decision making. Eikhof et al. (2013) have revealed that success of women in business is positively influenced by the expectation and perception of key stakeholders like financiers, suppliers and customers.

4.6 Chapter Summary

This chapter has dealt exhaustively with the results of the study and data collected from the study has been presented in terms of charts, and graphs. The data presented in this section is predominantly based on the dominant themes identified in the coding of the results of the study. The themes were identified from the portrayal of women in business in the print media and variation of gender factors in how articles are covered by the Daily Nation and Standard newspaper. Lastly, the findings of the impact of gender variations in how women are presented in the print media are also presented in this section.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMEDATIONS

5.1 Introduction

This chapter focuses on presenting a discussion of the main findings in the study and provides conclusions about the impact of study to the research questions. The findings of the study were reviewed and compared with existing information and variables used in the study. Lastly, recommendations were made to the manner in which women are portrayed so that it becomes consistent with the findings and conclusions of the study.

5.2 Summary

The objective of this study was to assess the how women in business are portrayed in print media by focusing on the daily nation and standard newspapers in Kenya. The study has shown that the main themes in coverage of women in business are emphasized based on the gender disparities, which are manifested by the volume of coverage, mentions, source of news articles, location in the newspaper and gender of the journalist. The findings have shown that women are portrayed negatively in the print media by male journalists. The main research questions in the study were; how are women in business portrayed in print media in kenya?, In what ways are women in business stories portrayed in print media in Kenya, what is the impact of portraying women in business in print media in Kenya? and to what extent does gender of the reporter influence portrayal of women in business in Kenya?

The study used a descriptive research design and explanatory studies to complement each other. The independent variables that were used in the study were positive or negative portrayal of women in business in the print media while the dependent variable was the impact of the portrayal to the performance of women enterprises or SMEs. The study population for this research was news articles obtained from Daily Nation and the Standard Newspaper issues that appeared in the National News section from July 2021 and October 2021. 86 articles were sampled using a simple random sampling technique and a data collection tool was used to obtain information from the newspaper articles for content and thematic analysis.

The findings of the study showed that the predominant themes used to portray women in business in the print media are founded on social stereotypic roles. They portray women

negatively as persons involved in criminal activities, corrupt or victims of circumstance. The study findings concluded that a majority of themes are used to portray women in business negatively as persons involved in criminal activities. Secondly, the study showed that gender variations are a major theme in print media that leads to a huge disparity in how women are covered compared to men. Gender variations account for disparity in the volume of coverage, sources used to obtain information, mentions, location of the article in the newspaper and the gender of journalist. Thirdly, the study has established that men are preferred in print media coverage compared to women and male journalists prefer using men as their dominant sources of information.

The findings of the study have also indicated that male writers have a higher tendency of sourcing for news male persons than women. The results of the study showed that there is a huge disparity in the manner in which women in business are covered in the front pages of the local dailies. Most of the articles written in the front pages are done by male writers and they covered a big space. The newspapers has photos of men in the front and back pages of the newspapers and women hardly appear in these pages. On the basis of mentions, the study established that men are mentioned more times compared to women. For example, the findings have illustrated that the majority of the columnists and contributors of the articles in the Daily Nation and the Standard are men in business, from the corporate world, and very few women are considered as contributors to the publication of this articles. The findings of the study implied that gender disparity in covering women issues in business are portrayed negatively and this affects how the overall public perceives them. Thus, the study revealed that the print media plays a pivotal role in developing a negative image of women in print media and they are not covered extensively and exhaustively by the writers in print media. In particular, women are perceived as non-thriving, struggling and failures in business.

5.3 Conclusions

5.3.1 Themes in portrayal of Women in Business by the print media

The findings have concluded that the print media portrays women negatively by using negative themes in reporting. For example, the results showed that stereotypical role reporting, victims and involvement in corruption and crime are the common themes used by the print media in

Kenya. As such, the study has shown the media reporters are engendered within their society and use the stereotypes to emphasize their bias in reporting issues about women in business.

5.3.2 Gender Variations in Print media Coverage of Women in Business

The findings have found huge disparities in the manner in which women in business are covered. In particular, the study has established that women are mentioned less than men, men are preferred sources of information than women, and women issues are not given priority in the focus. In Kenya, the print media reporting of business issues is male dominated and they are given priority in the hard news sections. However, women have a less preference in the soft news sections which have a lesser impact in shaping the opinion and perception of the overall public.

5.3.3 Impacts of the Gender Disparities in print Media Coverage of women in business in Kenya

The print media reporting of women in business issues is biased and unbalanced in Kenya and these results to negatively affecting the performance of women in business in Kenya. The public image of women is worst affected by the biased reporting of women in business. For instance, the negative portrayal affects the manner in which stakeholders make critical decisions and relate to women in business. At the end, the decisions of financiers towards business enterprises owned by women are severely affected. The study has concluded that print media in Kenya is biased and unbalanced in the way it covers women in business. Secondly, there exists a major gender disparity that gives men a greater opportunity to write articles published in the hard news sections and portray women negatively. Therefore, the negative portrayal of women in the print media in Kenya alongside gender disparities has a direct impact of lowering the performance of enterprises owned by women and affects their corporate and public image.

5.4 Recommendations

Based on the findings, the study recommends the following:

- i. Print media agencies should install watertight approaches and mechanisms for assessing text content before it is published. This will reduce articles that portray women negatively particularly those based on stereotypical roles. Secondly, journalists should be properly

trained to ensure that they undertake fair coverage of all parties in business without focus on gender issues.

- ii. Journalist should be trained to focus on fair reporting of women issues in business objectively. This is critical in ensuring credibility of reporting and publicity of women issues in business so that it creates a positive image of women to support building of a positive relationships with stakeholders to improve the performance of their business enterprises.
- iii. Policy makers to formulate laws and policies that give the necessary support to women to minimize the challenges faced by women because of negative portrayal in the print media.

5.5 Suggestions for future Research

This study has only covered portrayal of women in business in the print media by focusing on two main dailies of Nation and Standard. It has failed to cover the nature of portrayal in other publications in the Kenyan print media society. Thus, there is a need to focus on additional publications so that enough evidence is collected to solve the challenges of gender gap identified in this study. Secondly, a future study should be undertaken to determine the manner in which women in business are portrayed compared to other forms of media like social media that is common in the contemporary world. This is critical in providing a justification of how themes can be used to cover women in business issues in the print media without bias and negativity.

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APPENDICES

APPENDIX 1: CODEGUIDE

1. Paper: 1=Daily Nation; 2= The Standard
 2. Type of news article: 1= news article; 2= editorial article
 3. Section of paper:
 - 1= national news
 - 2= African news
 - 3= international news
 - 4= business news
 - 5= opinions
 - 6= sports news
 - 7= others
 4. Picture include in the story:
 - 1=yes
 - 2= no
 9. Thematic anchoring:
 - 1= Yes
 - 2= No
- If yes, which one?
- 1= democracy
 - 2= human rights
 - 3= justice
 - 4= nationalism
 - 5= politics
 - 6= corruption
 - 7= crime
 - 8= individualization
 - 9= gender discrimination
 - 10= injustice
10. Use of naming mechanism in the story: 1= Yes; 2= No
- If yes,

a) Targeting women?

1= Yes

2= No

b) sports?

1= Yes

2= No

c) Feminine duties?

1= Yes

2= No

d) Politics?

1= Yes

2= No

11. Overall representation of women:

1= political

2= sports

3= female duties

4= gender

5= records

12. Overall tone of the article:

1= Praising women

2= accusing women

Article code	Performance of the business		Image portrayal of the mentioned woman	
	Thriving	Non-thriving	Positive	Negative