

**THE EFFECTS OF MULTIPLATFORM DELIVERY AS AN ELEMENT OF MEDIA CONVERGENCE ON MEDIA CONTENT AND ADHERENCE TO THE CODE OF CONDUCT FOR THE PRACTICE JOURNALISM-A CASE STUDY OF THE DAILY NATION PUBLICATION.**

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## ABSTRACT

The study investigated the effects of multiplatform delivery as an element of media convergence on media content and adherence to the code of conduct for the practice of journalism in Kenya, a case study of the Daily Nation Newspaper. The main objective of the study is to investigate how the Daily Nation Newspaper's adoption of multiplatform delivery as an element of media convergence has affected media content and the adherence to the code of conduct for the practice of journalism in Kenya. Other objectives that the study aimed to achieve was to establish how media convergence through multiplatform delivery of Daily Nation newspaper has affected content diversity with a focus on specific content elements; To establish how content of the Daily Nation online edition reflects the elements of media convergence through replication, adaptation, uniqueness and framing and lastly was to establish the adherence or violations to the code of conduct for the practice of journalism in Kenya for the converged media platforms of the Daily Nation publications.

The study adopted a case study approach in its research design and used content analysis as the research methodology. The stories analyzed were based on a period of one month and segments looked at in the publication were news, business and sports. The researcher used stratified random sampling in selecting stories for analysis in each segment. Data was then analyzed using qualitative and quantitative methodologies and presented in tables and graphs.

The study findings indicate that multiplatform media convergence has resulted in media content diversity although not to an advanced level. The online platforms of the Daily Nation have adopted the use of videos, info-graphics and more pictorial presentations and even the profiling of its reporters/columnist as part of its content. This study also noted that the level of adherence to the code of conduct for the practice of journalism also decreases to some extent on the online platforms of the Daily Nation media. Some of the violations noted related to articles on unnamed sources, accuracy and fairness, obscenity, taste and tone of reporting among others.

Finally the study has recommended that the media should ensure content diversification by exploring the elements of media convergence especially with regards to multiplatform delivery where digital tools can be used with adherence to the code of conduct as well.