

**EVALUATION OF TELEVISION NEWS FRAMING OF DOMESTIC VIOLENCE  
AGAINST MEN IN NYERI COUNTY**

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**DECLARATION**

This project is my original work and has not been previously submitted to any other institution for academic credit.

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This project has been submitted for examination with my approval as the university supervisor on behalf of the School of Journalism and Mass Communication, University of Nairobi.

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## **DEDICATION**

To my mother Penina Nyambura in heaven, I set out to make you proud of me. Thank you for the gift of life and the many lessons you taught me before you left this world.

Thank you to my adopted mother Virginia Wanjiru who loved me like her own and filled the gap left by my mother. Thank you for always believing in me, challenging me to be the best and supporting my every endeavor.

To my husband Gikung'a Karu for your support and to our daughters, Sofia Wanjiku and Bella Nyambura, may you grow to understand that you can achieve anything if you work hard and never give up. Thank you and God bless you.

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## **ABSTRACT**

This study sought to evaluate Television news framing of domestic violence against men in Nyeri County. The study used Nyeri County because it was the only County featured when reporting these cases. The study was descriptive and utilized mixed method approach. The study objectives were to establishing frames used, finding out the frequency of airing of domestic violence cases against men, to establish the level of seriousness attached to domestic violence against men and to examine media stereotyping of Nyeri County. The study used News Framing and Agenda Setting theories. YouTube video clips of these cases were reviewed and respondents filled in questionnaires while others were interviewed. The study's units of analysis were NTV, KTN, Citizen TV and K24 in the period January 2012 to December 2015. Purposive sampling was used for this study. Data was interpreted in line with the objectives using qualitative and quantitative content analysis. Quantitative content analysis was presented using charts while qualitative content analysis was presented using narrative method. The study found out that media are stereotypical. The stories aired were all drawn from Nyeri County despite the Kenya Demographic Survey of 2014 indicating that other Counties had the same problem. The study also established that media does not assign seriousness to the issue of domestic violence against men due to the humorous tone taken in packaging this stories, the frequency of airing such stories and the lack of adequate follow up and analysis. The study found out that frames of brutality, trauma, law and order, crime and justice and fairness and equality were used. The study recommends more coverage of domestic violence against men, not only in Nyeri County but other Counties as well. The study also recommends that the media should desist from using these stories as a form of comic relief so that solutions can be found to end domestic violence against men. The study also proposes further research into this area and other related areas.

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## **LIST OF ACRONYMS**

GBV – Gender Based Violence

GVRC- Gender Violence Recovery Centre

IPV- Intimate Partner Violence

KNBS- Kenya National Bureau of Statistics

KDHS- Kenya Demographic and Health Survey

KTN- Kenya Television Network

MEGEN- Men for Gender Equality Now

NACADA- National Authority for Campaign against Alcohol and Drug Abuse

NCADV- National Coalition against Domestic Violence

NMG- Nation Media Group

SG- Standard Group

TV- Television

UN- United Nations

VAW- Violence Against Women

# CHAPTER ONE

## INTRODUCTION

### 1.0 Overview

The chapter looks at the background of the study, outlines Television stations under study, presents the problem statement, spells out the objectives and research questions, examines the scope, limitations and significance of the study and defines operational terms.

### 1.1 Background

In cases where a woman is the victim of violence, many definitions see this as gender based violence. The definition of this term carries the same stereotype as does domestic violence and it is seen as an act directed towards women.

Gender Based Violence (GBV) is any act that results in physical, sexual or psychological harm or suffering, including threats of such acts, coercion or arbitrary deprivations of liberty, whether occurring in public or private life perpetrated against a person based on socially-ascribed (gender) differences between males and females. (GVRC, 2014).

The Gender Violence Recovery Centre (GVRC), on its website, notes that the initial descriptions of GBV were discriminatory, that is, they failed to recognize that men also fall victim to GBV.

The 1993 definition made during a meeting at the United Nations General Assembly explained the violence;

Any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivations of liberty, whether occurring in public or in private life (UN, 1993).

The meeting further noted that,

Violence against women is a manifestation of historically unequal power relations between men and women, which have led to the domination over and discrimination against women by men and to the prevention of the full

advancement of women and that VAW is one of the crucial social mechanisms by which women are forced into a subordinate position compared with men (United Nations, 1993).

According to GVRC, 2014, Kenya included violence against men and boys into the definition of GBV in 2007. The Sexual Offences Act No. 3 GVRC notes have captured the definition and also recognize males as victims of GBV.

GVRC has now adopted the definition of GBV as ‘a range of acts of violence committed against females because they are females and against males because they are males.’(2014).

In the recent times, news of domestic violence directed towards men in Nyeri County has hit the airwaves. The Kenya Demographic and Health Survey of 2014, which was the first to include domestic violence against men in its research, indicated that GBV against men is present in all regions in Kenya. However, Television News created a bias by only airing cases from Nyeri County. The first case of husband battery to receive attention by the media was that of Simon Kiguta a 40 year old man who on February 6<sup>th</sup> 2012 was allegedly attacked by his wife, Juliah Wairimu, his wife of 12 years at Mihuti village, Nyeri County. The report from Citizen TV indicated that he was attacked with a panga, leaving him with cut wounds on his face and body after coming home drunk.

In June 2015, Alice Njeri of Belleview area of Kiamariki village, Kieni Sub- County, was arrested for allegedly injuring her husband and cutting off his private parts. Her husband, Daniel King’ori received this assault after a dispute arose over money. Reported by KTN on 5<sup>th</sup> June 2015 it was claimed that Daniel had spent the money earned from selling onions harvested from his farm on a drinking spree at Kiawara Shopping Centre. His wife is said to have found a packet of condoms in his pocket which led her to cutting off his private parts.

Two weeks later, at Gamerock Nyeri, in June 2015, another incidence of a wife cutting of her husband private parts in the same county was reported by KTN and K24. The woman, Valentine Mugure allegedly stabbed her husband's left shoulder and cut off his private parts after the man, Paul Mwangi asked her for money to go out for drinks very early in the morning.

All these cases from Nyeri were associated with alcoholism, with women complaining that as a result of alcoholism, their husbands have abandoned their responsibilities of providing for the family as well as fulfilling their conjugal duties. This is not a farfetched reason for the recent cases of husband battery.

It is estimated that approximately 30% of central Kenya population consumes alcohol. In addition, Nacada recorded a 75% usage of alcohol among males of the ages between 25- 34 in Central Kenya. The study conducted by Nacada associated this high usage of alcohol with marital problems, including domestic violence, marital breakdown and infertility (NACADA, 2016).

## **1.1 Television Stations under Study**

### **1.1.1 NTV**

NTV is an English/ Kiswahili language Television station belonging to the Nation Media Group (NMG). Nation TV and its mother company NMG was launched in 1999 and on May 2005 it transformed to NTV. The Nation Media Group runs various media products in four African countries (Kenya, Uganda, Tanzania and Rwanda) which include Newspapers: the Daily Nation, Saturday and Sunday Nation, Business Daily, Taifa Leo, Daily Monitor, Mwananchi, The

Citizen, Mwanaspoti and The East African Weekly; TV stations: NTV, QTV and NTV Uganda; and Radio stations: Nation FM, Q FM, K FM, Dembe FM and K FM Rwanda

### **1.1.2 KTN**

The Kenya Television Network (KTN) was founded in March 1990 by Jared Kangwana. It was the first privately owned TV station in the whole of Africa. KTN was later acquired by the Standard Group (SG). SG owns the Standard Newspaper, The Saturday Standard and the Sunday Standard, The Nairobiian, KTN and Radio Maisha

### **1.1.3 Citizen TV**

Citizen TV is owned by the Royal Media Services and was launched in 1999. It is broadcasted in Kenya, Burundi, Rwanda, Uganda and Zambia. It is the fastest growing TV station and has its main focus on local programming. According to Ipsos Karf Report 2014, it boasts a total reach of 45 percent of all viewership in Kenya. Its mother company has the widest geographical reach with the leading national and vernacular stations including Radio Citizen, Hot96 FM, Inooro FM, Ramogi FM, Egesa FM, Mulembe FM, Musyi FM, Muuga FM, Changei FM, Bahari FM, Sulwe FM, Vuuka FM, Wimwaro FM and Radio Maa. It is owned by S. K Macharia and also runs Inooro TV.

### **1.1.4 K24**

K24 is owned by Mediamax Networks Ltd and was launched in 2009. Mediamax group is the mother company for various media products that include TV (K24 TV), radio (Kameme FM, Meru FM, Milele FM, Mayian FM) and a daily (The People Daily).



## **1.2 Problem Statement**

According to the Kenya Information Guide (2015), Nyeri is one of the 47 Counties in Kenya is sitting in the central region and has six constituencies. It has a population of 693,558 people who are predominantly of Kikuyu origin. Most people living in Nyeri are farmers growing tea and coffee as cash crops and other food Crops like maize, beans, sweet potatoes and vegetables. Its population is predominantly Christian with the common language being Gikuyu.

In recent years, stories have been aired in Television stations in Kenya highlighting the issue of domestic violence directed towards men by their wives in Nyeri County. The cases have ranged from wives slashing their husband's faces to wives cutting off their husband's private parts. Historically, cases of domestic violence have been associated with men, making these new cases of violence against men very peculiar.

The main reason advanced for these cases is alcoholism. Women in Nyeri county claim that due to alcoholism, husbands have neglected their responsibilities. They complain that men no longer provide for their families and also fail to fulfill their conjugal duties. Gender roles have been overturned in Nyeri County, with women assuming the role of the breadwinner of the family while men lose themselves to alcoholism. In anger, the women have committed this heinous act towards their husbands.

Issues of domestic violence directed toward men by women have been aired by Television stations in Kenya as a form of comedy. Headlines and content used to frame these pieces are often comical and therefore reduce this very serious issue to comedy and ridicule. In comparison

to stories of domestic violence directed to women, these stories receive very little attention in the television stations therefore leaving very little room for intervention. In addition, these stories have been covered as a means to develop a stereotype against Nyeri women, as these stories are only aired targeting Nyeri County.

In the months of June and July, the Government, together with the general population have poured off illicit brew and closed up factories manufacturing second generation alcohol in attempts to see whether alcoholism will go down. In addition, they closed off businesses that sold alcohol outside the permitted hours. 34 men across Central were admitted in hospital suffering from withdrawal symptoms caused by the sudden withdrawal from alcohol, with 6 of them succumbing to death.

## **1.2 Objectives**

### **1.2.1 General Objective**

The general objective for the study is finding out how TV news on husband battering in Nyeri County is framed by local TV stations.

### **1.2.2 Specific Objectives**

1. To find out the frequency of airing of domestic violence directed towards men news pieces in Nyeri.
2. To find out the seriousness or lack of seriousness attached to the issue of domestic violence directed towards men by television stations.
3. To examine media stereotyping of Nyeri County.

### **1.3 Research Questions**

1. How does local TV news frame husband battering in Nyeri?
2. What is the frequency of airing of domestic violence directed towards men in Nyeri County by the TV stations?
3. What is the tone and mode of presentation of domestic violence directed towards men stories in Nyeri County by the TV stations?
4. Are the TV stations trying to create a stereotype towards Nyeri County or simply reflecting a reality?

### **1.4 Scope and Limitations of the study**

The study covers KTN, NTV, Citizen TV and K24 TV news coverage on GBV against men in Nyeri County in the period between February 2012, when the first case of male battery was reported to August 2015. The time was chosen because it is the time that GBV against men was reported on Television news by the 4 stations and also the limited amount of news video clips highlighting husband battery. The three Television Stations were chosen because of the National reach and their audience share.

Data on husband battery in Kenya is limited especially because it was only included in the definition of Gender- based violence by the Kenyan law in 2007. Refusal of male victims to report GBV due to fear of victimization and ridicule is also high in Kenya. There is limited research in the area of GBV against men in Kenya and the world as a whole.

### **1.5 Significance of the study**

The study seeks to explore the various research gaps on gender based violence against men in Kenya and how Television news reports the same.

It will also be useful to both researchers and academicians. Different governmental ministries will benefit from the findings of this research, including, ministries like Devolution& Planning, Public Service, Youth & Gender Affairs and Information Communication and Technology. It will also be useful to various bodies like the Gender Violence Recovery Centre (GVRC), National Gender and Equality Commission, Men for Gender Equality Now (MEGEN) and the Media Council of Kenya.

Through the findings and recommendations, the government can put up policies to change the perceptions and attitude towards gender based violence against men. The Media Council of Kenya can also use the findings and recommendation to advice media on the coverage of GBV against men.

### **1.6 Operational Terms**

**TV News Framing:** This is how TV news messages are packaged and communicated.

**Gender Based Violence:**

Any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivations of liberty, whether occurring in public or in private life (UN,1993).

**Domestic Violence:** Abuse by an intimate partner in a bid to exert power. The abuse can be physical, psychological or sexual.

**Intimate Partner Violence:** Violence by a partner who the victim is currently or formerly romantically or sexually linked to.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Overview**

The chapter examines theories that guide the study and the literature that has been written in regards to the subject of study.

#### **2.2 Empirical Research**

##### **2.1.1 Domestic Violence against Men**

On review of literature covering domestic violence directed towards men, a constant notion is evident with most existing literature associating domestic violence as that which men do to women. Most definition containing what a ‘he’ is doing to a ‘she’.

The traditional societal view of domestic violence, as evidenced by legal, medical, and statistical data, involves the notion of men engaging in the domestic abuse of their female partner or spouse, hence making it very difficult to accept that male spousal abuse is a serious problem (Detschelt, 2003, pg 249)

Detschelt (2003) shows a need to shun the notion that “violence is considered the province of the male”. He adds that women too are capable of being just as dangerous.

Early research on family violence found that “women are about as violent within the family as men”.

Quoting the work of Dobash and Dobash in 1979, feminist scholars posit that “GBV is a unique crime influenced by patriarchy, sexism, and misogyny”. They stress that there is a very clear differences between GBV sufferers and GBVperpetrators, largely differentiated by sex, that is,

males are perpetrators and victims are predominantly females. Males in this case, according to the feminist researchers have one motive, to have power and control over their victims. This view has led into unwillingness for scholars to acknowledge that in fact women can be primary perpetrators in GBV (Straus, & Gelles, 1986) or “are part of couples involved in mutually violent relationships” (Johnson, & Ferraro, 2000).

Progress in research has shown that like their male counterparts, women can also be violent against their intimate partners (Muftic, Finn, & Marsh, 2012).

Many reports of a man having been assaulted or abused are often received with ridicule and amusement. Cases of violence against men by women are often ridiculed or ignored. Detschelt presents a very common scenario where movies and television would depict a woman, upon receiving emotionally disappointing news, would slap the man who has brought about the disappointment. The audience often responds with laughter and even cheer; whereas, were a man to do the same, the results would be quite the opposite (2003).

Definition of gender based violence and domestic violence both carry the stereotype that it’s an act directed towards women. UN, for instance, defines gender based violence as “any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women”(United Nations, 1993).

Detschelt (2003) apportions a big chunk of blame on the media which serves as an instrument for perpetuating these stereotypes which by far goes a long way to prevent recognition of this kind of violence.

Detschelt points out that news headlines that used for stories on domestic violence against men are often coined sensationally and as a form of comic relief (2003).

An example is the headline given by K24 “Kunyofolewa Transformer Kinyeri.” (to be castrated Nyeri style) The headlines are not the only ones that ridicule such situations but words in the content as well. In the cases highlighting the two men who lost their private parts, words like transformers and engines have been used to refer to the private parts. Follow up stories are also used to ridicule the situation. Follow-up pieces like K24 Truthmeter and K24 metallic pants piece also go a long way to reduce these serious cases to ridicule and humor and therefore water down the seriousness of the criminal act.

The over-emphasis on stories of domestic violence directed to women as compared to those directed to men is seen by Detschelt as another way the media continues the stereotype that men are the stronger sex while women are the weaker more helpless gender (2003).

### **2.1.2 Substance Abuse and Risky Behavior**

Although looking into reasons as to why men in Nyeri are battered by their spouses may look like victim blaming, Carbone-Lopez and Kruttschnitt (2010) argue that it is the only way to understand criminal victimization. They further stress that there must be a willingness to look at all sides of the equation including characteristics and activities of victims GBV that may increase their risk of falling victim.

In the instance of all news video clips in review for this research, all the men from Nyeri County who fall victim of battering are said to be under the influence of alcohol and are alcohol addicts.



Carbone-Lopez and Kruttschnitt (2010) are some of the researchers that have delved into IPV from a victim's perspective. Their literature notes that people who engage in risky behaviors such as substance abuse are at a high risk of experiencing IPV as compared with their counterparts. Studies have not however examined whether these factors are the same for both genders.

Research done also goes to link the involvement in risky behavior (which usually leads to IPV) as resulting from lack of strong bonds to conventional society which deter individuals from engaging in behaviors that may break bonds to significant others and valued social institutions (Hirschi, 1969).

NACADA (2016) on its part links high usage of alcohol in the Central Region of Kenya with marital problems, including domestic violence, marital breakdown and infertility. It however did not examine whether marital problems led to increase alcohol abuse in the region.

Single parenthood which is high in Central region can also be attributed to increased substance abuse. Gover (2004) found that two-parent family structure and increased church attendance were protective factors against IPV. Gover also noted that the introduction of risky behavior such as substance abuse reduced the effects of them protective structures to non-significance (2004). This goes to prove that substance abuse cannot be primarily blamed on social ties but that in fact it plays a role in breakage of social ties.

### **2.1.3 Why Women Engage in Husband Battery**

There are scholars who believe that both men and woman have the same motives for GBV or are victims of GBV because of similar circumstances. Some scholars however disagree with this notion citing that the different ways in which males and females are socialized influence victimization risks. An absentee mother for example will increase victimization risk for females while an absentee father increases victimization risk for males (Faust, Runyon, & Kenny, 1995). In their study of GBV in South Africa, Gass, Stein, Williams and Seedat (2011) reported that the only common trigger for GBV among males and females was witnessing violence between parents.

According to Johnson (2011), feminist scholars who strongly held the notion that only men are aggressors in GBV with women being their victims, have acknowledged the capacity for women to commit bodily harm against intimate partners. They have acknowledged that there is more than one type of GBV, the three major ones being situational couple violence, intimate terrorism, and violent resistances, with the three types differing from one situation to another (Johnson, 2011).

Situational couple violence is likely the most common type and occurs when conflicts escalate to violence. Neither partner uses violence to gain control over the relationship. It is roughly gender symmetric in terms of perpetration and victimization. Intimate terrorism is the type of IPV most often presented by women who seek assistance from law enforcement or protection in shelters, but it is not the most common type. Violent resistance describes the phenomenon of when women exclusively fight back physically against intimate terrorism, and is also referred to as defensive violence in the research literature. (Muftic, Finn, & Marsh, 2012)

Intimate terrorism, which has also been called battering by Tuerkheimer (2004) and coercive control by Stark (2007) describes control as the main objective for abuse. Evidence also put

forward suggests that among GBV offenders, there are those that put an end to it and that those who continue using it (Hilton & Harris, 2005) and “no sex difference is noted in desistence and persistence” of GBV.

There are different explanations put forward as to why men and women perpetuate GBV. When it comes to women perpetrators, the abusers were also victims prior to their involvement in the crime (Cascardi & Vivian, 1995) while men perpetrators are seen as trying to maintain the status quo and trying to control their spouse. Feminist theorists argue that

When women engage in violent acts against their intimate partners, the context in which they do so is dramatically different from when men perpetuate IPV against their female partners (Barnett et al., 1997).

They have specifically documented that women usually act in defense of violence directed towards them (Miller, 2001); they are not primary aggressors. This is also known as violent resistance. The question that lingers is whether violence against men by their female partners is always about being defensive.

To shed light into whether women always acted on the defensive, Henning et al (2006) examined the heterogeneity among women arrested for GBV.

In more than half of the cases, male partners were more controlling and violent than the arrested women themselves. However, in 1 out of 10 cases, the woman identified herself as the primary aggressor. Compared to the other women in the study, female primary aggressors engaged in more serious violence against their spouses and had a previous violence criminal record with the police (Henning et al., 2006).

The female primary aggressors in the end became a victim in subsequent GBV reports as their partners retaliated. The rest of the participant to this research indicated that both partners participated equally in aggression.

There is considerable debate in the field between family violence researchers and feminist researchers as to the degree of gender symmetry in IPV. To some degree, the differences in findings across the two perspectives are influenced by research methodology, specifically the populations studied (general population vs. samples drawn from police/courts/shelters), and by how IPV is defined and measured (tally of single incidents or pattern of abusive behavior over time)(Muftic, Finn, & Marsh, 2012).

Other researchers criticized Johnson (2011) and other feminist works saying that women are as much capable of perpetrating violence with the same intent as their counterparts.

Johnson further argues that there are many cases of GBV, which he describes as “common couple violence” where both the man and the woman are involved in equal measures in perpetrating violence (2011).

Feminist theory-based research points to gender inequality, excusing women as having used violence for purposes of self defense or getting back their partner for past abuse (Dobash & Dobash, 2004). Family conflict research like Strauss, 2005 sees no distinguishing reasons for violence between men and women, stating that both are motivated by anger and desire to put an end to a feud. Other research works echo Johnson (2011) that women and men are often motivated by their strong desire to exert power on their partner when perpetrating violence (Buttell & Carney, 2005). In trying to conclude from all the theories put forward, Johnson(1995)stated that causes of GBV vary depending on which GBV relationship a couple has adopted. Muftic, Finn, & Marsh (2012) analyzed various studies to try and establish motivation for GBV among women. Below are the reasons they found in their analysis:

**2.1.3.1 Anger:** In the analysis, among 16 studies some listed anger as a primary motivation or secondary to other emotions such as jealousy over infidelity. In the instance of Mary Njeri of

Kiamariki village, she cut off her husband Daniel King'ori private parts after he spent money earned from selling onions harvested from his farm on a drinking spree and entertaining women (she found condoms in his pocket). This was secondary anger to her husband's infidelity. Of 14 studies, two stated that anger took the day as a motivator among women for violence at 39 per cent. One study among the sixteen injected anger among other motivations. One participant in Flemke & Allen's (2008) study of rage said "When he would be out for 3 days and wouldn't come home, I would get full of rage just waiting for him.... When he finally came home ....I became so enraged that I hit him with a bat" (p.68). One study indicated that "anger emerges as a central theme...."

**2.1.3.2 Desiring Attention:** In 10 studies, female perpetrators had initiated GBV to force their partner to give them attention or to force him to agree to her ideas. 53 to 69 percent of respondents in two studies said getting through to their partner was their main motivation for GBV. In the GBV cases reported in Nyeri County, use of a sharp object was reported, both for cutting of their partners sexual organs as well as other bodily harm. Women in Nyeri County complained that their husband did not fulfill their marital obligations and denied them their conjugal rights due to excessive alcohol use.

Women noted that they used GBV after other tactics to get their partners attention failed and their partners continued to ignore them. In the case of Mary Njeri, her husband's illicit affairs could have stressed her unworthiness to her husband thereby getting rid of his manhood.

**2.1.3.3 Self-defense and Retaliation:** Apart from three articles featured in the study, women excused themselves for having used violence as using it for self defense. Of the 16 studies 14 used a comparative study of all motivations stating that indeed self defense was among the top reasons women initiated GBV at 46-79 per cent. One article indicated it as the second most reported motivation (39%).

There were different definitions of self studies across different studies. Most described use of GBV as means of averting their partner's physical injury; some used it after being struck by their partner, while others were primary initiators of GBV because of fear that they were in danger. Other women reported paying back their partner's violence as a means to protect their emotional health.

Two studies however refuted self-defense as strong motivation for women's use of IPV with only one study documenting it as the main reason for perpetration of GBV. In 15 studies, retaliation was listed as a motivation only one study indicating this as women's main motivation. It is however difficult, from the clips aired on TV to determine whether the Nyeri women under study perpetrated GBV against their partners for reasons of self defense or retaliation.

**2.1.3.4 Coercive Control:** Muftic, Finn, & Marsh, 2012 examined this as the last motivation for GBV perpetrated by women against men in their analysis of GBV studies. Women listed control as a motivation for GBV in 14 studies. None of the 14 studies clearly indicated that control was the primary IPV motivation. In the case of the subjects under studies, coercive control could be proposed as a motivation for GBV. Cutting off of their partners private parts could be seen as a

means of controlling their husband's sexual behavior or as a warning against substance abuse. The women under study could also be protecting their economic standing as in the case of Mary Njeri who was angered by the spending of the earnings from onions by her husband.

#### **2.1.4 Statistical Evidence on Domestic Violence**

The Kenya Demographic and Health Survey KDHS (KNBS, 2015) first documented GBV against men in 2014. It was also the third KDHS report to document GBV against women.

The survey sampled 5,657 women aged between 15 to 49. Out of the total, 4,023 women were married or had been married before for the violence module. It also sampled 4,962 men in the age bracket 15-54 with 2,890 of them having ever been married (KNBS, 2014).

Forty-five percent of women and 44 percent of men age 15-49 have experienced physical violence since age 15, and 20 percent of women and 12 percent of men experienced physical violence in the 12 months prior to the survey including 5 percent of women and 2 percent of men, respectively, who reported that they had experienced physical violence often in the past 12 months (KNBS, 2015).

The report also indicated that 9 percent of the total men sampled had been victims of domestic violence. Of these men who reported being victims of domestic violence by their intimate partners, 24 per cent reported experiencing physical injuries. However, only 27 percent of them reached out for assistance from any source to put a stop to the abuse (KNBS, 2015).

Five percent of ever-married men reported experiencing spousal physical violence in the past 12 months, with 1 percent having experienced it often. Three percent reported having experienced spousal sexual violence in the past 12 months (1 percent often). In addition, 15 percent of men reported emotional violence in the past 12 months (4 percent often). Overall, 18 percent of ever-married men have experienced at least one of the three forms of spousal violence by their current or most recent wife or partner in the past year (KNBS, 2015).

These show a wide range of abuse by women towards their spouses/ partners ranging from physical to sexual and to emotional abuse (KNBS, 2015).

Men who had ever been married reported experiencing different incidences of violence from their former or current partner; 7 percent experienced physical violence, 4 percent were subjected to sexual violence while 21 percent were victims of emotional violence. The report further noted that 1 in 10 men had in one instance experienced physical violence on its own or coupled with sexual violence, while about 24 percent were victims of at least one of the three forms of GBV from their former or current spouse (KNBS, 2015).

The survey found out that the most reported cases of violence against women were perpetrated by their husbands. Men however fell victim to most physical violence from parents, teachers, and others (KNBS, 2015).

Some characteristics predisposed men to physical abuse as compared with men who lacked these characteristics according to the report; Roman Catholic or Protestants at 44-47 percent, 48 percent of those with five or more children and men who were formerly married (58 percent). 47 percent of the men who lived in the rural areas had higher incidences of abuse as compared to their counterparts in urban areas. Western region, at 61 percent, led in physical violence against men with North Eastern reporting the lowest numbers at 36 percent (KNBS, 2015).

Men with no education (34 percent) and those in the highest wealth quintile (36 percent) are less likely than their counterparts in other subgroups to have experienced physical violence since age 15 (KNBS, 2015).

The report indicated in the 12 months preceding this survey, men that fell into the following subgroups fell victim to more incidences of physical violence: Men aged between 15-19 , men



from Nyanza, men who were formerly married, childless men, unemployed men, men who did not complete primary education, and those in the second wealth quintile (KNBS, 2015).

Of the total amount of violence against men documented by the report, only about 1 in 10 men had the spouses they were married to or had been married to as the ones who carried out the abuse since they were 15 years old (KNBS, 2015).

In the KDHS 2014 survey, it was noted that perpetrators of GBV had certain characteristics that are different from other sections of the population. KDHS noted that perpetrators exhibit controlling behavior which includes a jealous partner, a partner who constantly accuses her/him of unfaithfulness, one who restricts meetings with friends and family and one who keeps tabs on the partner's whereabouts (KNBS, 2015).

The report found a correlation between the number of controlling behaviors a female partner exhibited and her capability to use GBV against her spouse. The increase starts at 8 per cent for spouses who had zero controlling behavior and rises drastically for spouses exhibiting all five controlling behaviors to 72 percent. It is however noted that men who do not react with fear against their wives controlling behaviors are less likely to be abused. Men who are afraid of their spouses at 31 per cent are more likely to fall victim to GBV or sexual violence (KNBS, 2015).

Apart from controlling behavior, the survey shows that the relationship between the perpetrators parents was an influencing factor for GBV. Men whose fathers physically abused their mothers show an increased likelihood to be abused in any form of violence (KNBS, 2015).

The survey showed that instances of GBV against men increased with increase in number of years married or cohabited.

Among currently married men who have been married only once, more than 9 in 10 (93 percent) have not experienced spousal physical or sexual violence by their current wife, 2 percent experienced violence in the first two years of marriage, 5 percent experienced it in the first five years, and 6 percent experienced it within the first 10 years of marriage (KNBS, 2015).

Injury against men was also recorded in the survey. Among men who had ever faced GBV or sexual violence, 21 per cent sustained cuts, bruises or aches, 9 per cent suffered sprains, eye injuries, burns or dislocation with 5 per cent experienced serious injuries. 24 percent sustained one or more injuries (KNBS, 2015).

In early arguments by Western Scholars, particularly feminists' scholars were of the opinion that women only propagated GBV as a form of defense or retaliation. However, according to KNBS (2014), 4 percent of female perpetrators reported having initiated physical violence against their husbands. Some of these women became secondary victims of violence having been primary aggressors of violence against their partners.

Retaliation was also noted by the survey. Women whose husbands were drunks at 10 percent, 13 percent women whose partners had five controlling behaviors and 9 percent of women who are fearful of their partners were most likely to abuse their spouse (KNBS, 2015).

Of men who were married or who had ever been married before and who fell victim to any type violence only 27 per cent asked for help in putting an end to the abuse. However, forty-six

percent of the victims kept the incidences to themselves. Another 20 per cent shared their experience with someone but never asked for any kind of help (KNBS, 2014).

Reporting patterns of GBV were different between men and women with women (66.4 percent) reporting to their own families as compared to 46.2 percent of the men who took the same action. Men were more comfortable reporting GBV to the police (20.5 percent) and to medical personnel (14.5 percent) as compared to women. Only 6.2 per cent of female victims reported to the police and 1 percent to a doctor/ medical personnel (KNBS, 2015).

### **2.1.5 Ethnic Stereotyping of the Media**

According to Ruhly (1979; 27), stereotypes are beliefs about a group of individuals or objects based on learned opinion rather than information about a specific individual. Stereotypes allow us to organize unknown information more quickly. By using this stereotype, Infante et al. note that we can behave on the basis of minimal amount of information. The danger of a stereotype is that we may never know the person as an individual (1990).

In intercultural communication situations, individuals from other cultures may be viewed negatively because they do not know the appropriate role behavior and therefore do not exhibit them. Time is an important part of non- verbal behavior. Some cultures place high value on tradition while others associate change and the future with progress yet others live in the presents, paying little attention to past or future. (Infante, Rancer & Womack, 1990)

**Ethnocentrism:** When it comes to creation of stereotypes regarding different ethnic groups, the differences in cultural values among all the communities involved, plays a huge part in the creation of stereotypes. Because people of a particular culture share values, verbal and non-verbal code systems, they have a tendency to be ethnocentric, to judge other groups according to

the categories and values of their own culture other than being open to cultural differences (Infante, Rancer & Womack, 1990). They further stated that by treating members of a group according to behavior we believe are 'typical' to that group we may not notice how the person differs from the members of the group or be aware when our stereotypes are completely inaccurate.

**Selective Perception:** we perceive new information in terms of our old ways of seeing the world. We may ignore positive aspects of an intercultural encounter and pay attention only to information which confirms our stereotype.

News has a nationalistic (patriotic) and ethnocentric bias in the choice of topics and opinions expressed and in the view of the world assumed or portrayed. (McQuail, 2005)

### **2.1.6 Media Stereotyping of Gender**

Stereotyping and assigning of different roles to the two genders is still informative of most of the content in the media. Most researchers have delved in studying the role played by the media in perpetuating the status quo (that men are superior to women) and the roles that women are expected to play in the society (McQuail, 2005).

Communication studies have for long been accused of being a shift towards studying portrayal of feminism in the media. Vanzoonen (1991; 94); Gallagher (2003) have helped in the study of the attention assigned to the female gender as opposed to the male.

Bias in news content has distorted reality and given a negative portrayal of minority groups, has neglected or misinformed the role played by women in the community (Shoemaker & Reese, 1991). The social values promoted by the media are geared toward maintaining status quo.

## **2.2 Theoretical Framework**

### **2.2.1 News Framing Theory**

Tuchman (1978) cites Goffman (1974) as the originator of the idea that a frame is needed to organize otherwise fragmentally items of experience or information. However, the groundwork for much of framing research was laid by Entman (1993) but since then, there has been some criticism of his ambition to construct a single general paradigm of the framing process (McQuail, 2005).

It is important to note that most research on news framing was directed towards politics. D'Angelo (2002) directed by existing literature, talks of two different framing paradigms. The first, the cognitive model posits that the words from the journalist are imprinted in the thoughts and words of the audience affected. The constructionist variant indicates that the journalist gives to the audience an interpretation of what the sources said.

Other words used in place of frames are context, theme or news angle. According to McQuail (2005) stories get their meaning by referring to particular news value that act as a connection to other similar values.

Entman (1993) says "framing involves selection and salience." He further added that frames define problems by spelling out what caused them, by making moral judgments and thereby suggesting solutions.

To be able to frame, a number of textual, visual or both devices can be used to achieve this end. It can be done by selecting words or phrases, stressing on certain points in the story, using particular segments of clips and featuring certain sources in the story (McQuail, 2005).

McQuail further adds that,

Framing is a way of giving some overall interpretation to isolated items of fact. It is almost unavoidable for journalists to do this and in so doing to depart from pure 'objectivity' and to introduce some unintended bias (2005).

The researcher's opinion is that intentional biased framing is possible because journalists can choose to take a biased position when covering a news item.

Sometimes, framing is not in the hands of the media, sometimes the source creates the frame. McQuail states that sometimes the frame is already inbuilt by the sources even before it reaches the media thereby introducing some element of bias (2005). The researcher suggests that the journalist may introduce bias by the way he coins interview questions as well. Cappella and Jamieson (1997) states that there arises similarities and differences in how journalist frame stories and how the audience understands this stories. The two proceed to propose a model of framing effects with the central idea that "news frames activate certain inferences, ideas, judgments and contrasts concerning issues, policies and politicians".

Scheufele (1999) on the other hand suggests looking at frames as a process arrived at after 3 actors, that is, sources, media and audiences, have interacted and an outcome seen. He noted that there are two kinds of frames, those created by the media and those perceived by the audience. These two frames can either be dependent on each other or different from each other. Scheufele's model outlines three interrelated framing processes. The journalist comes first, constructing and using frames under the influence of the media he works for and from story sources. Second the frames are then transmitted to the audience who thirdly either accept or shun the frames. Accepted frames have the potential change their attitude, outlook and behavior.

Frames are important in distinguishing different media and how they make sense of that one story. The Glasgow Media Group (1980) argued that the hidden purpose or effect of this is to reinforce a 'primary framework' of normality and control and a view of the world that is essentially ideological. The world is 'naturalized according to Tucchman (1978).

News framing decisions are often times defined by the audience. In the case of gender, news framing could also be informed by the television watching patterns of men and women. Since men control evening TV viewing, stories would be framed to appeal to them.

The elites are also part and parcel of framing with McQuail sees frames as resulting from methods of news gathering and the values inherent in the elites thereby introducing various influences into the frame (2005).

Despite these complexities evidence suggests that effects are seen in the audience that matches the news frames that were presented to them.

For example, Iyengar (1991) showed that the way in which news about social problems was framed affected whether audiences were more or less likely to blame the victim for their troubles. Research into the gulf war showed that framing of news encouraged audiences to endorse military rather than diplomatic solutions (Iyengar, & Simon, 1997).

Beginning in the late 1970s, a new advancement to the power of the media and its effects termed as 'social constructivists' (Gamlison& Modigliani, 1989) showed that the media carries more power in its construction of meaning. These constructed meanings are then passed on in a carefully thought way to their receivers for the audience to determine whether they will adopt or

shun them. Meanings, based on the audience's interpersonal meaning structures (which thereafter graduate to effects) are constructed by the receivers themselves (McQuail, 2005).

Social Constructivism posits that first the media construct social formations and even history itself by framing images of reality in predictable and patterned ways. Secondly, people in the audiences construct themselves their own view of social reality and their place in it, in interaction with the symbolic constructions offered by the media. This allows interaction between the power of the media and the power of the audience to choose with a continuous negotiation in between (McQuail, 2005).

TV news bulletins which are also frames are also mainly constructed to awaken initial interest by heightening selected events, retain attention through diversity and human interest, keeping out some vital information until the end then ending with a light note (Glasgow Media Group, 1980).

#### **2.2.1.1 How TV framing is done**

According to Budzilowicz (2002), TV framing can be done in the following ways:

##### **I. Mode**

Modes are the manipulations in production used to put together a story. Budzilowicz states that there are nine modes used in story creation (Budzilowicz, 2002):

Read- where the anchor is in studio presenting a story but not using video but rather pictures or graphics.

Voice over/ Anchor-Here, the anchor narrates as the video plays or there is a voice- over sound or tape where the reporter narrates during video run with sound bits of sources in between.

Package- This is when the reporter is on location and narrates over tape.

Live location report- Here, the reporter is on location for events happening live.



Live location report/ reporter- The reporter arrives at the scene and narrates the story after occurrence of the news event or is in an area relevant to the story for example a hospital or police station after a crime has occurred.

Live location report where the reporter is in the scene of the incidence and runs a voice over on video recorded shortly before.

Question/ Answer- Here, there is panel answering questions from the anchor or reporter.

Editorial/ Commentary.

Reporter live in newsroom- Here the news anchor moves the audience to another studio where a reporter is reporting live from.

## **II. Duration**

More time for a story means more content is presented. The length of a story dictates the amount of information a viewer receives (Budzilowicz, 2002).

## **III. Place and Block**

It is the position in which a news piece is aired in relation to other stories presented in the newscast. The number of section in which a news clip is aired is referred to as a block. The sections are often marked by commercial breaks. The first story in a newscast needs to be very captivating in order to keep the viewers tuned in for the rest of the newscast. Since a newscast is always sequential viewers cannot choose what information they are exposed to unlike newspapers and print products where the reader can choose to read a story and ignore another. Therefore, where a story is positioned is very important (Budzilowicz, 2002).

#### **IV. Sources**

Information by sources in news reporting plays a big role in shaping meaning. Sources validate information presented by the journalist, helping the audience member to digest a story and give it his unique meaning.

Sources are an important aspect of framing because they validate the viewpoints of “authorized knowers,” those people whose knowledge is the cue from which viewers form their own opinions (Budzilowicz, 2002).

The more sources there are in a news piece the more fair a story is considered to be. It becomes even fairer when it includes different points of view. This in turn allows the viewers to align themselves with the side they feel more aligned to (Budzilowicz, 2002).

She also noted that most stories use police information because the officers are easily available to the media and are a guarantee for the most accurate and updated information on the criminal incidence (Budzilowicz, 2002).

#### **V. Crime Type**

This is the particular type of criminal offence that is the subject of the story. Five characteristics are inherent, including; explanation of the crime, the use of crime as the subject of a news story, steps taken by the law enforcer, steps taken by the justice system, punitive or corrective actions taken and finally policies created in response to the crime.

Budzilowicz (2002) states that the way news stories referring to a public issue are framed affects how the audience understands an issue and whether there will be policy uptake to remedy the issue.

She, after studying Iyengar's (1991) work further states that when framing crime, a category in which domestic violence falls, television usually gives a causal responsibility to individual, societal and punitive attribution.

Individual causal responsibility is witnessed when the trouble caused by the crime is blamed on its perpetrator by the Television station (Iyengar, 1991).

Societal causal responsibility is inherent in frames that attribute the source of the crime to an assortment of social, economic, or political spheres producing the crime (Iyengar 1991).

On the other hand, punitive causal responsibility is seen in crime stories that are framed to attribute the cause of the crime to the capability to escape punishment (Iyengar, 1991).

On studying crime frames on different TV crime stories, Iyengar found out that 48 percent of all the crime stories sampled were attributed to society followed by individual attribution at 38 percent while punitive attributions fell at 10 percent (1991).

Budzilowicz (2002) also noted that TV frames often offered remedies for the crime they reported. This was referred to as attribution of treatment responsibility which is referring responsibility to a particular person or institution to solve the crime.

In his study, Iyengar found out that less than 10 percent attributed responsibility to find the solution for the crime to individuals. 50 percent of the attribution was directed towards punitive measure and 42 percent was attributed to the society.

This was interpreted by Budzilowicz (2002) to mean that it was more preferred for criminals to be punished followed by societal corrections than for an individual to rehabilitate themselves.

Iyengar (1991, 30) stated that reliance on societal treatment responsibility meant positive changes in the social, economic and political environment, for example “reductions in poverty and inequality, rehabilitative and educational programs, and an improved economy”

The media are a key player in policy making. It has immense capability to make its audiences recognize problems (Budzilowicz, 2002). Budzilowicz, describes the three facets of policy making as first recognizing that there is a problem and secondly creating an approach to address the problem. She adds that framing causal responsibility creates understanding of the problem and thereby determines ways the problem will be addressed (2002).

Once a problem has continuously been recognized, defined, and addressed in the same manner by the same entity, that entity becomes a trusted source of ideas and solutions. The problem here is that the definitions and strategies for addressing problems of public concern that are suggested by the media do not deviate from those already in place (Budzilowicz, 2002).

However, Bennett (1996) in his studies has found out that news stories hardly offers scrutiny that gets to the underlying cause of the crime or suggests practical resolutions.

By suggesting singular causes and solutions to social ills, much media coverage ignores the fact that we are facing complex problems that require complex solutions. In addition, the idea of debating over such issues becomes irrelevant, because there are not two, let alone several sides to form such a debate. Without multiple points of view to weigh and consider, those who consume the news are not given significant enough information with which to participate in public discourse. The way that public issues are framed on local television news in terms of problem definitions and policy responses is very narrow, and very much a function of the atmosphere in which such coverage is produced (Budzilowicz, 2002).

Budzilowicz (2002) said that media houses go for the cheapest mode of coverage when covering crime stories for instance voice overs. Voice overs, according to her, are the most dominant mode of presentation because they are much cheaper when it comes to personnel and equipment.

Budzilowicz noted that crime is hardly assigned the seriousness it deserves when presented on TV rather it appears as entertainment piece(2002).

### **2.2.1.2 Episodic and Thematic Framing**

ShantoIyengar in his book *Is Anyone Responsible?*He sees framing of crime stories as being done in two ways, episodic framing and thematic framing.

Episodic framing ‘are those that apply a telephoto lens to the coverage of the issue – focusing on individual case studies and discrete events.’ Thematic news frames ‘are those that apply a wide-angle lens to the coverage of the issue – focusing on trends over time, and highlighting contexts and environments’ (Iyengar, 1991).

An episodic frame presents a portrait, while a thematic frame pulls the camera back to present a landscape (Iyengar, 1991).

Iyengar (1991) notes that that these two frames (episodic and thematic)each have a unique effect on people’s perception of the problem and urgency to seek a solution to the problem that is different to the other.

### **2.2.1.3 Difference between an Episodic Frame and a Thematic Frame**

The following are the differences between episodic frames and thematic frames:

An episodic frame focuses on an individual while a thematic frame focuses on the issue, an episodic frame focuses on a single event while an episodic frame focuses on trends over time, an episodic frame keeps its focus on the private realm while a thematic frame includes the public, an episodic frame highlights how to fix the person experiencing the problem while thematic frame highlights how to fix the conditions that led to the problem, an episodic frame would more likely approach the audience as consumers while thematic frames, approach the audience as citizens, the solution to problems within an episodic frame is better information, in contrast to a thematic frame, which asks for better policies and finally, episodic frames reduce life to a series of disconnected episodes, random events or case studies while thematic frames identify shortcomings at the community or systems level that have contributed to the problem (Benjamin, 2016).

### **2.2.2 The Agenda Setting Theory of Mass Communication**

Agenda setting was a term first used by McCombs and Shaw (1972) to finally give a name to a phenomenal long used in the study of political campaigns. Agenda setting is the capability of news media to point the public to what issues they need to pay attention to. Attained attention means formation of a perception on what is important (McQuail, 2005).

Severin & Tankard (1988) describe agenda setting as a function of mass communication, Wimmer & Dominick (1987), see it as theory while McQuail (1987) refer to it as a hypothesis.

Agenda setting explains a powerful aspect of the media; its powers to state to people what issues are of importance. These issues and or individuals that the media house publicizes ultimately become important because of the media attention they received (McQuail, 2005).

In 1922, Lippman, the newspaper columnist stated that the media helps to put pictures in our heads (Wimmer, & Dominick, 1987 p. 385).

McQuail however argues that despite recent research on agenda setting there is inadequate evidence to show a “causal connection” between the media and the importance attached to those issues by the public. McQuail argues that for the time being agenda setting theory “remains within the status of a plausible but unproven idea” (McQuail, 1987, p. 276).

The evidence available strongly indicates that “people think about what they are told but at no level do they think what they are told” (Trenaman & McQuail 1961; pp 178).

Importance of an issue to the media is seen through placement. Importance is indicated by the sequence of the news piece and by the amount of time allocated. Data points out that there is a correlation between the order given to an issue by the media and the order of importance in the mind of the audience.

Dearing & Rogers (1996) describe the procedures used in placement as an “ongoing competition among issues protagonists to gain the attention of media professionals, the public and policy elites.” Lazarsfeld et al. (1994) referred to it as “the power to structure issues.”

It is therefore safe to conclude that according to this theory importance of a news item is indicated by its appearance in news and the amount of time assigned to it.

According to McQuail (2005), agenda- setting has “escaped the general conclusion that persuasive campaigns have small or no effects” albeit inadequate evidence.

Various scholars have criticized previous research for ignoring that there are possible effects the agenda set have on who people think as important.

We need to distinguish clearly between three different agendas; the priorities of the media, those of the public and those of policy. These interact in complex ways and may have effects in different directions (Rogers & Dearing, 1987).

Rogers & Dearing further mentioned that “media vary in their credibility, that personal experience and the media picture may diverge and that the public may not share the same values about news events as the media.”

Other scholars have pointed out that events happening in the environment surrounding the audience may render previously set agendas useless or change their meaning to that particular member of the audience. They have additionally pointed out that much of the “agenda setting effects depends on the relative balance of power between media and sources”, a factor that takes different shapes from case to case. Evidence is inconclusive thereby leaving agenda setting with the status of a “plausible but unproven idea.”

The doubts stem not only from the strict methodological demands for proof of a causal connection, but also from theoretical ambiguities. The hypothesis presupposes a process of influence from the priorities of political or other interest groups to the news priorities of the media in which news values and audience interests play a strong part, and from there to the opinions of the public (McQuail, 2005).

Dearing and Rogers (1996) have offered several generalizations on this theory:

Different media tend to agree about the relative salience of a set of issues. Media agendas do not closely match ‘real world’ indicators. It is not the absolute significance of an issue counts but the relative strength of forces and people trying to define and promote an issue. The position of an issue on the media agenda importantly determines that issue’s salience in the public agenda (Dearing and Rogers, 1996: 192).

McQuail (2005) concludes different media often share similar sets of news priorities, which is seen as a “common condition” for agenda setting.

### **2.2.3 Merger of Media Framing and Agenda Setting**

Agenda Setting and News Framing theories give a lot of power to the media and take it away from its audience. Media however is not all powerful. The audience exercises its power by constructing its own meaning based on its own understanding of how stories were presented albeit in unpredictable way (McQuail, 2005).



McQuail (2005) further notes that “audiences are never passive nor are all their members equal; some will be more experienced or more active fans than others.”

Arguments have been put forward that the media could actually be very powerful. There is plenty of evidence albeit inconclusive that the media could in fact have important effects in its audience that could in turn be used to determine the course of a community’s life (McQuail, 2005).

For example, Lang and Lang (1981, p 659), say that the media could have “minimal effect” or “media impotence”. But scholars like McQuail see shortcomings in Lang and Lang’s study because he states that the conclusions were as a result of a narrow view on a few ranges of effects on individual which failed to incorporate social and institutional effects (2005).

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Overview**

This chapter covers research design, research approach, research method, population and sampling, data design and presentation and research ethics.

#### **3.2 Research Design**

The research is a descriptive study that seeks to study the phenomenon without manipulating any of its elements. The study examined video content, questionnaires and interview responses and described them to make conclusions. The study also employed survey method by administering questionnaires and carrying out interviews. An interview guide (see appendix I) was developed to guide the researcher in administering questions. Questions not recorded in the interview guide arose from the interview responses for purposes of clarification and getting an in-depth understanding of the respondents view points. The questionnaire (see appendix II) was typed and featured both open-ended and closed-ended questions. The open-ended questions allowed for the respondents to give a variety of answers which, even though difficult to analyze, gave the study an in depth view of the respondents' viewpoints. The closed-ended questions allowed for ease in analysis and were basis points for coining some of the open-ended questions.

#### **3.3 Research Approach**

The study is both quantitative and qualitative (mixed method). Panneerselvam describe qualitative research as that which “relates to aspects that can be quantified or can be expressed in

terms of quantity”. He stresses that it contains measurement of quantity (2003). Panneerselvam then defines qualitative phenomena, as involving quality or kind (2003).

For this study, the researcher collected and analyzed news clips from YouTube to understand how media reports on domestic violence and how it is framed by TV news. The researcher keyed in terms like ‘Man beat by wife- NTV’ in the YouTube search tab to find videos regarding GBV against men. On finding the videos, the researcher recorded all the videos uploaded and watched all of them before selecting those to study. The researcher after watching the videos several times looked for certain elements in the TV news clips and described the frames present. Video analysis was applied on the news clips and the data interpreted. The researcher transcribed the video content including reporter’s narration, source narration, non- verbal cues, location and scene selection.

The researcher handed out questionnaire to Masters of Arts in Communication students to get input from them on the framing decisions made by the four TV stations. The researcher attended one of their classes and handed out 30 questionnaires to a class of 73 according to their sitting arrangement and those that were in class at 5.30pm which was the official beginning time for the evening classes. With permission from the class instructor, the researcher sat through the class to allow the respondents enough time to answer all the questions. Of the 30 questionnaires handed out, only 23 were returned.

The researcher also interviewed 4 news editors from the 4 TV stations, that is, NTV, KTN, Citizen TV and K24 to gain understanding on how they selected the frames and the implications

this had on society. One of the interviews was face to face. The researcher set up an appointment for an afternoon interview at the respondent's work place. The researcher asked questions under the direction of the interview guide and the editor responded to the same. The other three interviews were phone interviews. Due to the work pressure that the editors are subjected to, the interviews were not carried out in one day but appointments were made with each editor. One appointment was postponed in several occasions but was finally carried out on a Sunday afternoon.

### **3.4 Research Method**

The researcher carried out a content analysis of the four television stations' domestic violence against men news clips using news videos posted on Youtube by the four TV stations.

In his work, Neuendorf (2002) explains content analysis as "the primary message- centered methodology"

Content analysis operates on the view that verbal behavior is a form of human behavior, that the flow of symbols is a part of the flow of events, and that the communication process is an aspect of the historical process ... content analysis is a technique which aims at describing, with optimum objectivity, precision, and generality, what is said on a given subject in a given place at a given time (Lasswell, Lerner and Pool, 2002, p. 34).

The researcher did a qualitative study to focus on meanings, depth and detail coupled with quantitative study for objectives measurement. The news clips and the respondents to questionnaires and interviews were selected purposefully. The researcher looked at the texts, video, audio, visual symbols, camera techniques and facial expressions used to answer the research questions and to establish frames.

The researcher then analyzed the questionnaires and transcribed interviews to find out how GBV against men was framed. To analyze the videos, the researcher employed the following steps:

### **3.4.1 Unitizing Content**

The units selected, that is, 4 news clips about domestic violence against men in Nyeri County, were all news clips concerning the same during 7 o'clock and 9 o'clock prime time news.

### **3.4.2 Transcription**

The researcher observed the videos and transcribed what each identified speaker said, facial expressions, described scene composition and changes and applied analytical categories to all relevant elements of the message. The researcher transcribed narrations from the reporters and sources, non- verbal cues, locations and scene composition.

### **3.4.3 Developing and Using Categories**

The researcher then created categories through interrogation of each element of the news messages.

### **3.4.4 Verbal Analysis**

After the narrator and sources were identified using characteristic relevant to the research questions, the researcher examined the structure of the discourse. The researcher paid attention to re-occurring themes in journalists' narrations or in the answers given by the sources. Here, the development of buzz words and recurring phrases came into play to reveal the existing conflict.

The researcher then compared the four TV stations under research in coming up with inherent themes.

### **3.4.5 Vocal and Expressive Analysis**

The researcher examined changes in voice intonation and pitch as well as other non verbal cues. Changes in these meant introduction of what could have been referred to as punctuation marks in text material. Speech was also examined, paying close attention to changes for example pitch. The researcher also read the reporters' facial expressions. Due to the journalistic concept of neutrality, any alterations from neutrality may indicate of disclaimers and hedges.

### **3.4.6 Scene Composition Analysis**

The researcher looked into discernible symbols evident in the news film. For example, an establishment shot will contain buildings or locales to establish that the reporter was actually there. The researcher will also examine the distance between the camera and the subject and the camera angles as part of news clip symbiology. Gaye Tuchman (1978) offered six insights into how journalists frame subjects on film.

The camera may be held in at intimate distance, close personal, close social, far social or public distance. At close personal, the subject's face is face fills the screen so that viewers are looking at the subject's eyes. At close personal, the subject's neck and shoulders is visible (Tuchman, 1978).

Tuchman (1978: 119) indicates that the use of these techniques may indicate a breach in journalistic neutrality.

### **3.4.7 Describing the Interplay of Message Elements**

In this final stage of study, the researcher noted occurrences of themes and patterns significant to the study from all the considerations indicated above (Miles & Huberman, 1984). The researcher considered all elements of the news film as a whole to develop frames and answer the research questions.

### **3.4.8 Explanation**

The researcher finally came up with the finished product “which is an account of accounts of events”. This describes the creation of a news story from when the incidence first occurred to when it was finally aired.

One usually does not have access to the event or to people who generated the account nor direct knowledge of their intentions or the factors that influenced their selective perception of the matter at hand. Thus the fruits of one’s analysis are not the ‘truth’ of events, only a plausible description of a narrative based upon them (Fields, 1988).

### **3.5 Population and Sampling**

Kothari (1988) defines sampling as a definite plan for obtaining a sample from a given population. The researcher used purposive sampling a non probability means of sampling which is “a series of strategic choices about with whom, where and how one does their research” (Palys, 2008). The researcher selected 4 news clips using purposive sampling from a population of 17 news clips uploaded on YouTube during the period indicated so as to establish the frames more clearly. The four news clips selected were all hard news pieces to allow for uniformity in analysis and comparison between the four.

According to Trochim (2006) a unit of analysis is the “who” or the “what” that the researcher is analyzing. He stresses in order to employ scrutiny to data; the researcher has to outline a unit for analysis. The unit of analysis of this study NTV, KTN, Citizen TV and K24 news clips on gender violence uploaded on YouTube from January 2012 to December 2015 both in English and Kiswahili. The four TV stations were chosen because of their market shares; they are national Television stations and are viewed all over Kenya. They were also selected because they all aired domestic violence against men news pieces during the stated period.

### **3.6 Data Collection**

Primary sources of information were used to collect the data. Data collection was done through three methods: handing of questionnaires, interviews and collecting news clips from YouTube.

The questionnaires were handed to 23 Masters of Arts in Communication students a week to them sitting their final theory exams. The respondents were chosen purposively. Questionnaires were handed to 23 because the researcher was only interested in one trait among the students- the communications expertise they had gained during studies.

Four news editors were selected from the 4 TV stations under study to establish the particular framing patterns for each of the stations. The editors were the decision makers in determining placement of a news video in their newscasts and the angle to be used to present these stories.

After establishing the period and TV stations to be studied, the researcher looked at how many stories on domestic violence against men in Nyeri County were uploaded on YouTube between January 2012 and December 2015. After determining the news stories to study, the researcher



then selected 4 hard news stories from each of the 4 stations. The researcher selected 4 stories in order to do thorough content analysis and because of the time available to carry out this study. The researcher selected hard news stories for uniformity and comparison purposes.

### **3.7 Data Analysis and presentation**

The researcher, based on the research's objectives looked at what the video clips represented, linked this with the data collected from the questionnaires and interviews and used this to establish the frames used to represent domestic violence against men in Kenyan. The researcher carried out an in-depth analysis of the text from transcribed video content, questionnaires and interviews to draw evidence for frames identification. The data was presented using figures and was explained using the objectives of the study.

### **3.9 Identification of Frames**

Boydstrum et al. (2013) developed a Policy Frames Coded book that allows for a general system for categorizing frames across policy issues but can also be specialized in issue-specific ways. This frame identifying code book, Boydstrum et al. (2013) indicates can be used in any communication context including news, social media, party manifesto and many more. The researcher used the suggested dimensions to identify frames. The dimension suggested by Boydstrum et al. (2013) are economic frames, capacity and resources frames, morality frames, fairness and equality frames, constitutionality and jurisprudence frames, policy prescription and evaluation frames, law and order, crime and justice frames, security and defense frames, health and safety frames, quality of life frames, cultural identity frames, public opinion frames, external regulation and reputation frames and other frames not fitting into the stated categories. Boydstrum

et al. (2013) suggests however that there is an allowance to select a frame specific to the issue but categorized under the stated categories.

### **3.10 Ethical Considerations**

As a requirement for completion of the Master of Arts in Communication Studies, a student (the researcher in this study) is required to carry out a research project. The researcher came up with the research topic. On approval, the researcher under the guidance of a supervisor proceeded to develop a research proposal which was successfully defended. The researcher acquired a Certificate of Fieldwork (see appendix III) from the examiner to use as the basis of collection of data. The Certificate of Fieldwork was signed by the researcher's supervisor and School of Journalism's Associate Director and Director as required by University of Nairobi research policy. Preceding issuance of questionnaires and administering of interviews, the respondents were informed of the title and purpose of study. Videos for analysis were drawn from a public domain, YouTube, and therefore were free for anyone to use in analysis. However, all the videos used were correctly referenced and acknowledged in the study. Due to the sensitivity of the information to be acquired, respondents were informed that the highest level of confidentiality would be adhered to. The respondents were also informed of their right to refuse to answer any question or the entire questionnaire of interview before the questionnaires and interviews were administered. The interviewees were also informed that all recorded interviews would be discarded on completion of the project. Interviewees were informed that they could ask for clarification whenever need arose. No monetary incentives were offered to respondents. The researcher successfully defended the study and implemented the corrections aired out during the research final defense. The researcher then acquired a Certificate of Corrections (see appendix

IV) after the supervisor ascertained that all the corrections had been carried out. The researcher then filled a University of Nairobi Declaration of Originality Form (see appendix V) after passing the Plagiarism Test attached as appendix VI.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1 Overview**

The chapter discusses findings of the study in order to make interpretations. The researcher used purposive sampling to select data, that is, news clips on domestic violence against men in Nyeri County and respondents with knowhow on Television news framing of domestic violence against men in Nyeri County and video analysis to analyze the data.

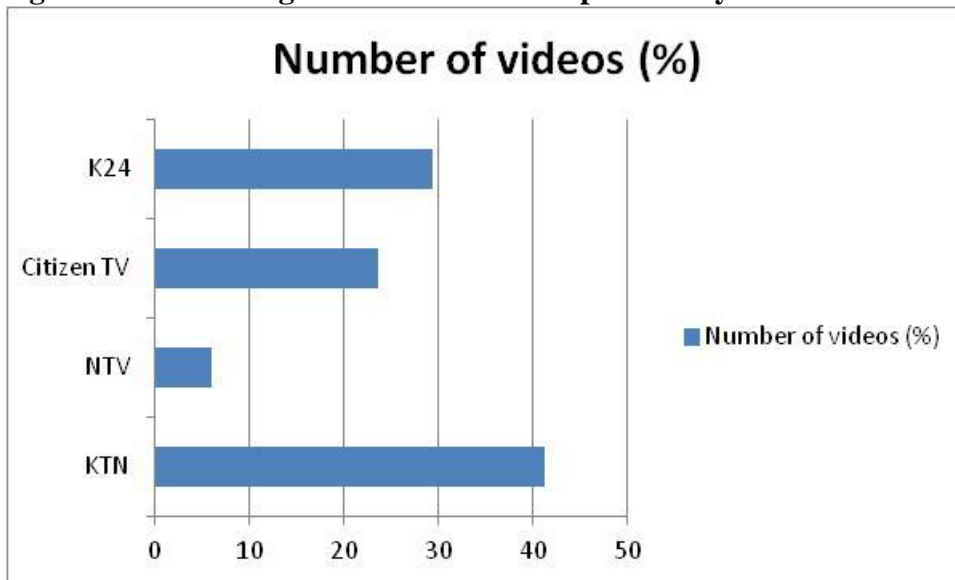
#### **4.2 Presentation Method**

The researcher presented and documented the findings using the objectives of the study. This helped to easily answer the questions set out by the study. Thereafter, the researcher presented the frames used in reporting on GBV which was the main objective of the study.

#### **4.3 Analysis of the Videos**

There were few news clips aired on domestic violence against men in Nyeri County in the period between January 2012 and December 2015. There were 17 videos on domestic violence against men uploaded on YouTube by the four Television stations (KTN, NTV, Citizen TV and K24). They are categorized as follows:

**Figure 4.1: Percentage number of video clips aired by each station**



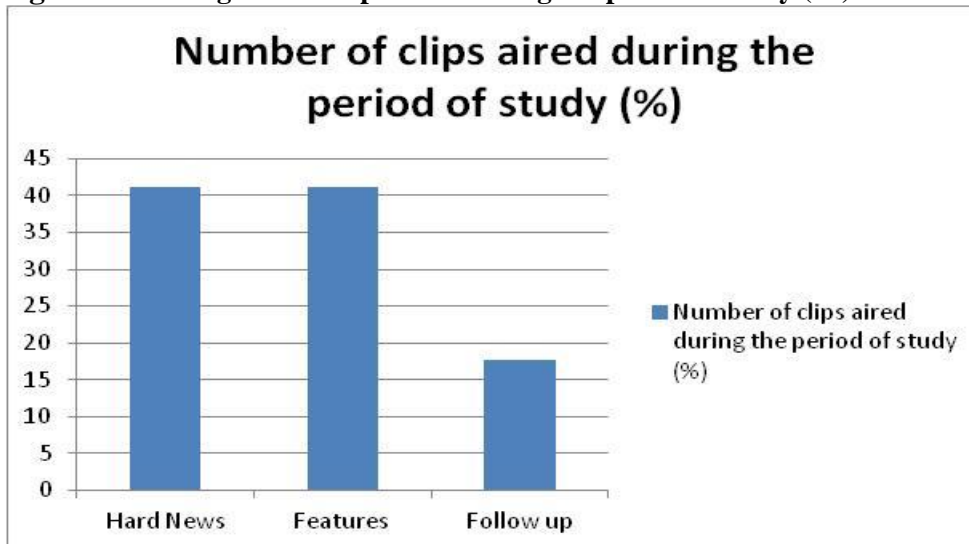
**Researcher's primary data 2016**

KTN uploaded the most videos during the period of study at 41.2 per cent followed by K24 TV at 29.4 per cent. NTV uploaded one video during the same period.

The 17 news clips uploaded fell under 4 different categories, hard news, features and follow up.

They fall into these categories as follows:

**Figure 4.2: Categories of clips aired during the period of study (%)**



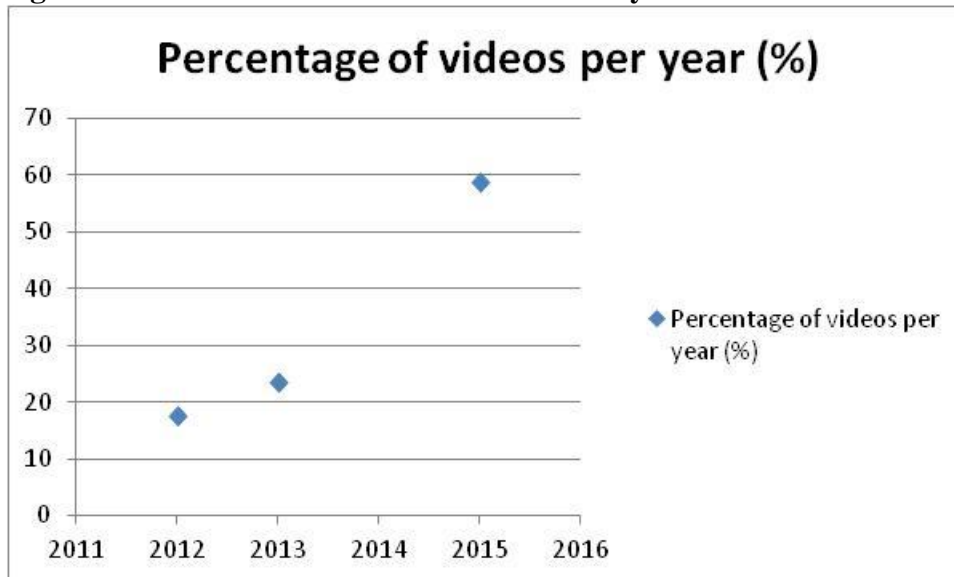
**Researcher's primary data 2016**

Of the 7 hard news videos uploaded on YouTube, 2 were done in Kiswahili with the remaining five airing in English. NTV, which had only 1 news video uploaded on domestic violence against men in Nyeri County, aired its news piece in Kiswahili in February of 2012.

Of the 7 features uploaded, 3 took a humorous tone, one from KTN reflected on which Counties led in GBV directed towards men and 3 videos gave extensive analysis the Nyeri County situation pointing out to possible causes of cases of violence.

Distributions of videos across the years under studies were as follows:

**Figure 4.3: Distribution of videos across the 4 years**



**Researcher's primary data 2016**

58.8 percent of the videos uploaded on YouTube were from the year 2015. No videos were uploaded from the TV stations in 2014.

#### **4.4 Questionnaires and Interviews**

The researcher administered questionnaires to Masters of Communication students at the University of Nairobi. The respondents were selected because they were communications scholars, future editors and media managers and had more insight on news selection procedures as compared to the general public. Their response would also give insight as to how they would treat such news stories when they became editors.

The researcher administered 23 questionnaires to the Master in Communication student. In selecting this sample, the researcher was employing homogenous purposive sampling which is only interested in a sample whose respondents share very similar traits. The researcher's interest in the sample selected was their communications expertise. Since the researcher was focusing on only one trait of the selected population, a sample size of 23 was used.

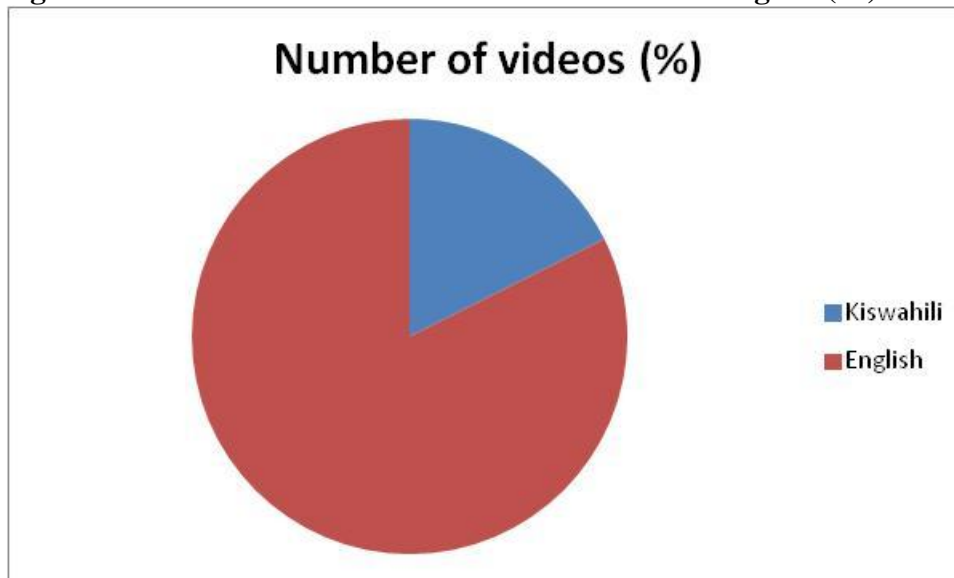
The researcher also came up with an interview guide to administer to the television news editor in the four Television stations, KTN, NTV, Citizen TV and K24 through a telephone call. The questions sought to understand the selection and framing decisions.

#### **4.5 Video Analysis**

The researcher, using purposive sampling, selected 4 news videos from the 17 videos uploaded for analysis. The 4 videos came from the four Television stations under study. NTV's video was uploaded on YouTube under the title 'Mume apigwa na bibi Nyeri' on 10 February 2012 and plays for 3 minutes 2 seconds. The second video from Citizen TV was uploaded under the title Wife 'Beats Husband' on 4<sup>th</sup> January 2012 and played for 2 minutes 10 seconds. KTN's Man in

Nyeri nurses injuries after wife chopped off his privates was uploaded on YouTube on 5<sup>th</sup> January 2015 and plays for 2 minutes 33 seconds while that from K24 under the title ‘Wife Cuts Off Husband’s Genitals After he Accused her of Theft’ was uploaded on 9<sup>th</sup> Jun 2015 playing for 2 minutes 21 seconds.

**Figure 4.4: Number of videos done in Kiswahili and English (%)**



**Researcher’s primary data 2016**

Since there were only 3 news clips uploaded on YouTube in Kiswahili, the researcher purposively choose the ‘Mume apigwa na bibi Nyeri’, the only video uploaded by NTV for analysis. All the four clips analyzed were hard news in order to maintain uniformity across all four stations and for comparison purposes. The researcher analyzed the narrations by the news anchor and reporter, responses for the sources, the shots used and the locations.

#### **4.6 Answering Questions of the Study**

News clips on domestic violence against men in Nyeri County were used as the basis for the study to determine how Television stations in Kenya report on domestic violence against men.



The researcher found out that the elements in the news clips answered the questions of the study in relation to interviews done, questionnaire handed out and the clips analyzed for this research.

#### **4.6.1 Frequency of Airing of News Pieces**

The number of stories uploaded on domestic violence against men in Nyeri County varied across the four years. Scatter chart 1 shows that 17.6 per cent of the videos were done in 2012 totaling to 3 videos the whole year, 4 in 2013 marking 23.5 per cent of the total videos, none in 2014 and 58.8 per cent in 2015. The three videos done in 2012 in January, February and June were all hard news. There were 2 follow-up stories done in March 2013, 1 hard news story done in March 2013 and 1 feature in July 2013. No news item was done on GBV against men in 2014. The bulk of stories done GBV against men were in June 2015 with 2 hard news pieces, 1 follow up and 6 features. There was 1 hard news piece in March 2015 and 1 hard news piece in May 2015. In 48 months, only 17 videos were aired on domestic violence against men. According to table 2 only 7 were hard news pieces, 7 were features and 3 were follow-ups. The three follow up stories uploaded were all done on Simon Kiguta who had been attacked in 2012. The other 6 hard news stories had no follow up.

All the editors interviewed by the researcher agreed that selection and airing of a story on any given day depended on the stories on the line up for news on that day. NTV's news editor said "A man getting beat by a woman on an average Sunday when we are dry will probably make top 5 or top 3. Now imagine the same man getting beat by a woman on the day that Uhuru Kenyatta signs the banking amendment act of 2015. Now on the day that Uhuru signs the banking amendment act of 2015 that story of the man being beaten might not even air." According to the

editors, selection of a piece for placement on a news cast all depends on how ‘important’ it is as compared to other items on the line up.

According to the KTN editor “it’s all about competition, it’s a whole ball game of considerations”

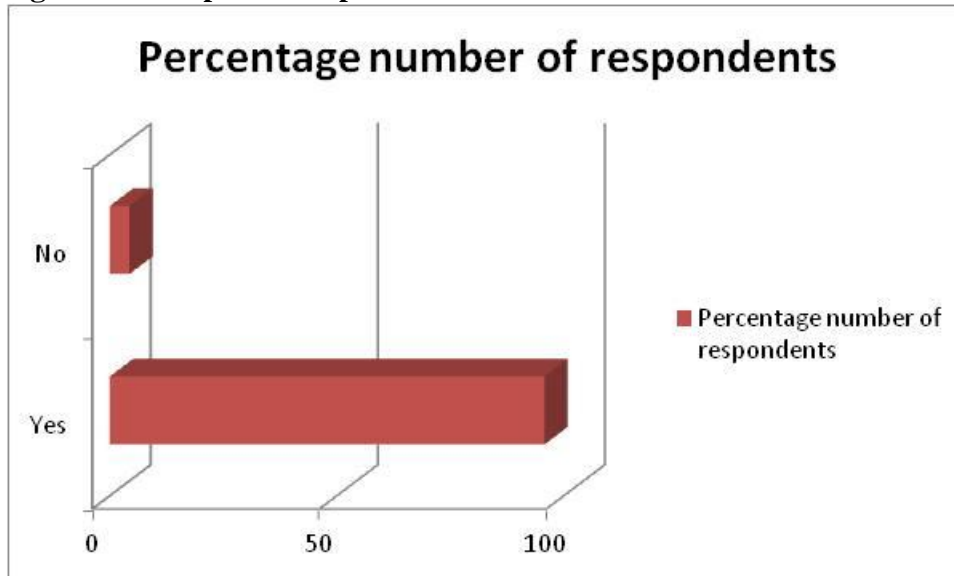
“It’s about newsworthiness and every story has to compete with others... the weight of the story and its implications on society are factors that come into play” said Citizen’s editor.

As noted on table 2 there were only 3 follow up stories done on the GBV cases. The stories were only done on one GBV story, that of Simon Kiguta whose news story was uploaded on YouTube on 10<sup>th</sup> February 2012. The following year, on 16<sup>th</sup> March, a follow up story was uploaded under the title “News: Nyeri battered man unhappy with his wife’s release from prison” by KTN News. During the concentration on GBV against men stories in June 2015, another follow up on Simon Kiguta was done by K24 and uploaded on YouTube under the title “Man who was slashed by his wife in 2012 is yet to forgive her.” The other 7 hard news story did not have follow-up stories uploaded.

As per table 2 there were 7 features done on GBV against men by 3 of the 4 Television stations, that is KTN, Citizen TV and K24. Of the 7 features aired, 3 were comical while 4 did an in-depth analysis of the underlying issues and the factors leading to GBV against men. 2 of the comical features were done by K24 under the titles, ‘Tradesman Comes to the Rescue of Endangered Male Private Parts on 16<sup>th</sup> June 2015’ and ‘Remedies for men whose ‘manhood’ has been chopped off’ while Citizen aired the third comical piece under its news segment ‘Truthmeter’ on 5<sup>th</sup> June 2015.

Respondents were however not satisfied with the coverage with a large percentage agreeing that there should have been more follow-ups and analysis following the breaking of the hard news stories.

**Figure 4.5: Respondents opinion on whether the media should have done more**



**Researcher's primary data 2016**

95.7 per cent of respondent were of the opinion that the media should have done more. One respondent said that 'they should show the genesis and not cause of the incident and follow the story afterwards.' However, 4.3 per cent of the respondents believed that the media had done enough- 'media gives the story as it is.'

#### **4.6.2 Examining Seriousness Attached to GBV against Men by the TV Stations**

As indicated earlier, 3 of the 7 features done were purely comical, that is, from K24 under the titles, 'Tradesman Comes to the Rescue of Endangered Male Private Parts on 16<sup>th</sup> June 2015' and 'Remedies for men whose 'manhood' has been chopped off' while Citizen aired the third comical piece under its news segment 'Truthmeter' on 5<sup>th</sup> June 2015.

In two of the videos analyzed, Maendeleo ya Wanaume Chair Nderitu Njoka is featured as a respondent who fights for the rights of men. In NTV's video where Simon Kiguta is the victim, Nderitu is broadcasted saying "Wale wanawake wote ambae watakuwa nahiyo tabia, kwa leo ningetaka kusema (He pulls a red card from his coats inner jacket) nimewapea red card naitakoma. Itakoma na tutakuja mahali uko, mahali unafikilia unachapia huyo bwanako tutakuja mpaka huko na lazima wanaume waheshimiwe (hesitates) na pia wanawake waheshimiwe." ("All those women who will have such behaviors, today, I would like to say (He pulls a red card out of his inner coat pocket) I give you a red card and you must stop. You must stop and we will come where you are, there where you think you will be beating your husband, we will come there and men must be respected (hesitates) and women too must be respected.")

Nderitu Njoka is often used by the media to give input in cases of male abuse but his input is often treated as humor. In the case Patrick Kimaru Mwangi, the victim in the story done by Citizen TV, Nderitu's advice to battered men is they should not rush into marriage saying that some of the women are not interested in marriages. In Simon Kiguta's video, Nderitu's action of pulling a red card from the inner pocket of his coat and waiving it around as he 'warns' women against beating their husbands is more funny than it is serious. A woman standing behind him smiles at the ridiculousness of the action.

The story done by KTN on 5<sup>th</sup> June 2015 by Carol Nderi on a man whose private parts were allegedly chopped off by his wife, has a few scenes that are comical. Scene selection is leaning towards being funny rather than serious. Two of the men interviewed laugh at the fact that the victim lost his private parts in the hands of a woman. One of them says: "Ati wewe umeenda

siku mbili haujakuja lakini aah... (laughs)” (“You have been gone for two days and never returned, but aah...( laughs)”

The woman who gives detail in the interview about what transpired also makes the crowd behind her laugh and starts by calling God in Kikuyu. Another woman is showed as having said, “Wanaume ni kitu kia maana sana sana sana .Ule anaenda anaharibu ile mji, ameharibu kabisa juu sasa hiyo sehemu ndio nyumba.Sasa kwenda kukata amefanya nini?” (Men are an important thing, very, very, very. You who goes and spoils the village (referring to the private part) have spoilt everything because that part is the home. What have you done now that you have cut it?”)

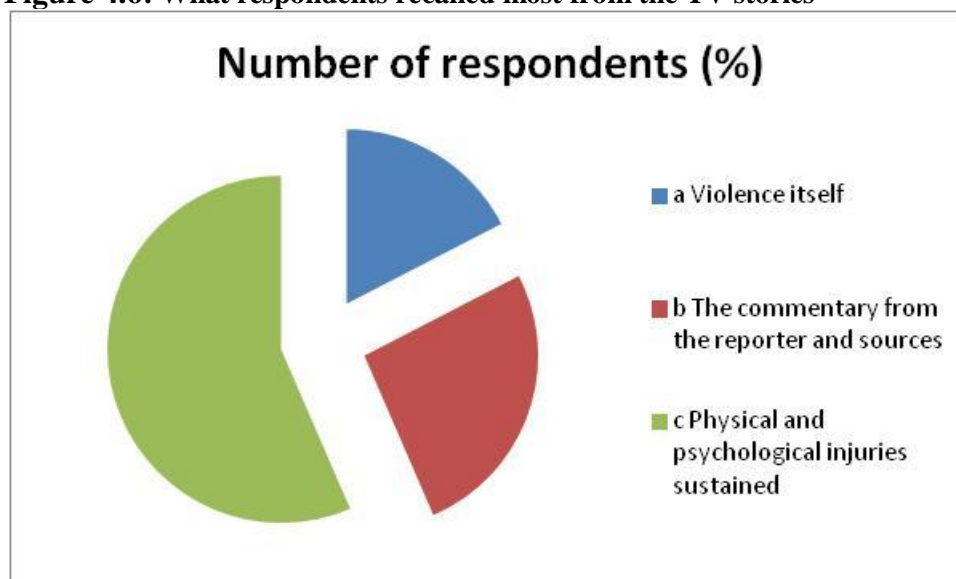
All interviewees in these videos have pronunciation problems. Most of the Kiswahili spoken is mispronounced and is grammatically incorrect including that of the ‘expert’ Nderitu Njoka. The researcher, during analysis, sees this as a form of comical relief.

In giving the reason why his wife slashed him, Simon Kiguta says, “nikaenda nikalala. Lakini yeye aliigia na nguo kwa kitada. Nikamuuliza mbona unaingia na guo, akaniabia wachana na mimi” (I went to sleep. But she got into the bed with her clothes on. I asked her, why you are getting into bed with your clothes on. She said leave me alone.”) This description would make the audience laugh instead of empathizing with him. To clarify this statement, one female respondent said “Bibi yake alikataa mambo ya kitanda kwa hivyo wakabishana ndio bibi yake akaamua kumpiga na panga.” (“They fought because the wife refused bed business (referring to sex) that’s when the wife beat him with a panga.”) This statement would trivialize a rather serious issue which could also translate to the woman acting in self defense when the husband attempted to rape her.

In its scene selection, K24 decided to use the interview of a man, Samuel Ndonge who justified the cutting off of yet another man’s private parts. The interviewee says, “Unaona mama ndiye anafanya kila kazi. Sasa anakuja anaitishwa pesa na mzee, unaona mama hana otherwise nikufanya hivyo tu.” (The woman does everything and this man comes and asks her for money. So the woman has no alternative other than to do this.”)

The same video concludes with the area OCPD Charles Rotich laughing and asking wanaume wakae chonjo (men should be vigilant).

**Figure 4.6: What respondents recalled most from the TV stories**

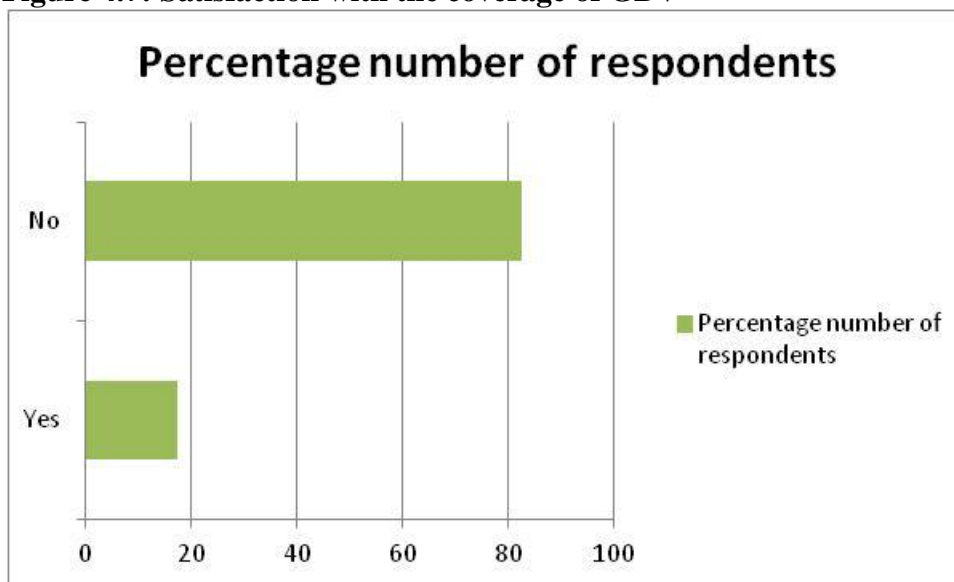


**Researcher’s primary data 2016**

On inquiring what the respondents remembered most from the stories aired, 26.1 per cent of the respondents remembered the commentary from the reporter and sources. This is to mean that a significant number of them remember the comical comments and justifications made as stated above. One respondent indicated that ‘a lot of people, politicians included, made fun of the fact that a man could be beaten by a woman.’

A significant number of respondents also belittle the plight of men who are battered by women. Some of the comments on the questionnaires were; they deserve it, they must be in the wrong to be beaten, they are irresponsible, guinea pigs, they should take charge of their homes, have a medical problem, they must have psychological problems, they have low self esteem, they should style up, they don't respect themselves, drunkards and they are defenseless.

**Figure 4.7: Satisfaction with the coverage of GBV**



**Researcher's primary data 2016**

As per pie chart 4, 86.4 per cent of respondents were not satisfied with the coverage of GBV against men in Nyeri County. One of the respondents indicated that 'there were so many aspects that were not covered for example statistics.' Another commented that 'the reporters have failed to unearth the root cause of the domestic violence. Some of the stories are presented as sport, to entertain despite the seriousness of the issue under consideration.' However the remaining 17.4 per cent were satisfied with how the story was covered citing that it highlighted the worrying trend and showed the plight of men. 'It received a lot of attention and contributed to a lot of discourses within the public spheres.'

### **4.6.3 Examining Media Stereotyping of Nyeri County**

Of the 17 videos done only one video sought to seek which counties led in domestic violence against men but it also featured Nyeri in its analysis. The video was done by KTN news and uploaded on YouTube on 16 March 2013 under the title, ‘Nairobi County Leads in Husband Battering.’ The narrations and portrayals contained therein were stereotypical. The stereotypes presented were that Nyeri women are violent and ‘in charge’ while their male counterparts were weak, lazy and drunkards.

In its scene selection KTN’s story featured a respondent who made a stereotypical comment, “Madame wa Nyeri County mmepoteza demand ju sasa Kenya yote imejua sifa zenyu. Mimi nilikuwa na ndoto za kuoia huku Kiyawara yani Kieni Constituency but better Laikipia.” (“Young women from Nyeri County, you have now lost your demand because the whole of Kenya now knows your characters. As for me, I had dreams of marrying from Kiyawara, that is in Kieni Constituency but it’s better to consider Laikipia instead”) Pauline Wangechi, an interviewee in the K24 video asked with concern, “Ni nani atawaoa wasichana wa Nyeri?” (“Who will agree to marry girls from Nyeri?”)

In the opening remarks of Citizen TV’s news video, the narrator, Mourine Murimi starts, “traditionally it is the wife who is known to bear the brunt of her husband’s wrath...”

Editors were of the opinion that mainstream media did not create a stereotype; rather they were reinforcing a stereotype that already existed. K24 news editor said that ‘we are reinforcing stereotypes- stereotypes that other people have created together with the social media. K24 and traditional media no longer control public debate, they have other avenues.’



KTN editor stated that they were very careful not to propagate these stereotypes but rather to ensure that the people in this situation get help.

Citizen TV's news editor said that there are stories of this nature from other counties but they do not draw much attention as those from Nyeri County do. 'It is easy to strike a trending topic on twitter, which is a social platform, than you can with a Kakamega story of the same nature'

One of the editors also indicated that the reason they involve the police in such a story is to make the plight of the victim more serious. 'There is a tendency to make light of domestic violence against men and when you mention the police and their role in a story, it is usually, in my opinion to fulfill a certain obligation.'

A large number of respondents however were of the view that the stories were stereotypical. Some respondents indicated that they thought Nyeri County was target because of the pre existing stereotype that Nyeri women were violent. Others however shared in the stereotype when asked why they thought the media picked Nyeri County. The reasons given were, Nyeri cases were so many, the incidence was on the rise in the area and Nyeri people are not enlightened. However, some respondents gave responses that were not stereotypical on why Nyeri was featured more including active sources on the ground, lack of reporting in other counties, the target areas of attack, that is, the man's privates, and proximity of Nyeri to Nairobi.

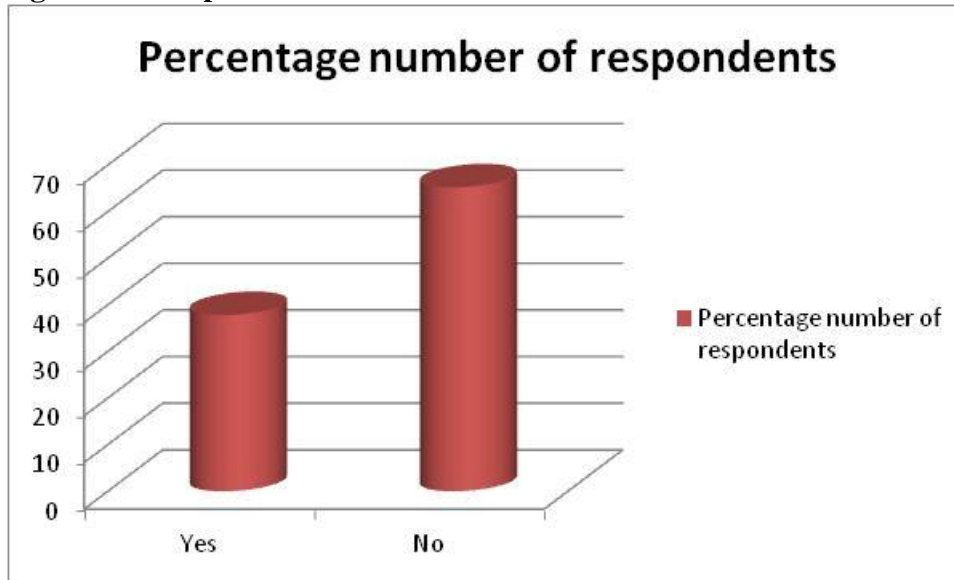
On enquiring whether they thought men were battered in other counties, a majority agreed that there were such cases in other localities but not as rampant as in Nyeri despite KDHS data which disagreed with this notion. The aspect of embarrassment and shame attached to men who are

battered by women prevented them from speaking out. Others however disagreed with one saying that the same reasons that predisposed men in Nyeri to be battered also existed in other Counties. ‘Battery is universal to human beings and cannot be restricted to Nyeri County,’ one respondent commented.

Majority of the respondents agreed that the stories had negative effects on society. They stated that the stories had succeeded in creating and reinforcing the pre existing stereotypes. Among the stereotypes created according to respondents included, Nyeri women are in control, Nyeri women are to be feared, and the general stereotyping of all Kikuyu women as being violent. One respondent indicated that ‘men are scared of marrying Nyeri women.’ Nyeri men would be thought as being lazy, weak, were unable to fulfill their conjugal obligations, drunkards and irresponsible. One respondent noted that ‘the Nyeri society was collectively judged instead of individuals and the crime.’

The depiction of men as weak also played in to another stereotype, that women are the weaker sex and therefore should not be able to batter a man. When asked what they thought about men who are battered by their wives, some respondents indicate that there must be something wrong with those men: they have a medical problem, they are physically disabled, they have low self esteem and they had a psychological disorder. One responded said that ‘they should up themselves and be men.’

**Figure 4.8: Respondents belief on whether women are the weaker sex**



**Researcher's primary data 2016**

According to bar chart 5, 65.2 percent of the respondents believed that women were not the weaker sex despite the reason given above.

**4.7 Frames of Domestic Violence Reporting**

The researcher used the suggested frame building code book by Boydstrun et al. (2013) to identify frames inherent in the news videos but used the allowance given to use issue specific frames.

**1. Brutality**

This frame falls under the law and order, crime and justice frame and was used because they were some laws broken that carried implications including sentencing and punishment (Boydstrun et al., 2013).

Over half the respondents, on the question of what they remembered most indicated the physical and psychological injuries sustained. Two out of the 4 video clips selected for the study had two men lose their private parts.

Simon Kiguta on the other hand had more than 7 long slash wounds on his face, some slash wounds on his neck and others on his shoulder and arm. The victim on the Citizen TV video also sustained injuries on the head, arm and fingers though not as grave as that of the other three victims.

‘One respondent indicated that he recalled the male patient suffering in hospital.’ Another said that ‘from the videos, I could see the torture, both physical and psychological’

## **2. Trauma**

Falling under security and defense frames, the frame describes the threats to security of a person, specifically the victim of GBV (Boydstrun et al., 2013)

In all the 4 stories, the narrators gave a view of how much Trauma the men were going through. Simon Kiguta would have to live with scars all over his face for the rest of his life. He additionally has to live with the psychological fear that was inflicted upon him by the wife.

“Nikamuuliza, kwa nini unaniua.” (“I asked her, why are you killing me.”)

Men who had their private parts cut off also sustained psychological trauma, a fact that they would have to live with after recovery. Lack of follow up made it hard to establish whether the penile reattachment surgeries were successful. If the surgery had failed in both or either cases, the men would have to live with a dysfunctional sexual organ.

Patrick Kimaru (the victim on Citizen TV’s news video) said that he feared his wife and would like assistance to leave his wife for good. The scars from the attack would forever remain embedded in his mind.

## **3. Law and Order, Crime and Justice Frame**

The frame looks into the specific policies that are specific to GBV, enforcement and interpretation of law by law enforcement, laws broken, the fines, sentencing and punishment prescribed to the crime (Boydstrun et al., 2013).

All the four stories showed that the perpetrators had been jailed in readiness to be charged in a court of law. However 3 of the story did not follow up to see whether the perpetrators were given a sentence or released. In the case of Simon Kiguta, his wife was released, a fact that angered him. He felt that the wife

was not punished according to the severity of her actions. His wife, Julia Wairimu was acquitted by a Mukurweini court for lack of evidence.

#### **4. Fairness and Equality Frames**

According to Boydstrun et al. (2013), the fairness and equality frame is used when there is balance or lack thereof of a balance between the rights of one set group of people or individual compared to another for example gender versus gender.

Under this frame, issues of chauvinism and feminism arise with the society placing certain expectations on each gender and any deviations being frowned on or being explained away.

The sources in the videos gave a strong indication that men should not be beaten by women, that it was physically impossible. Men interviewed by KTN laughed during and after the interview an indication that they believed that the victims were weak.

What comes into play is that society believes that women are the weaker sex and therefore do not have capacity to attack and cause bodily injuries to a man. On the question on what respondents thought of men who are battered by women, one respondent listed the following: ‘They have a medical problem, they have physical disability, they have low self esteem, they have a psychological disorder and that they are generally weak.’

Others played into the chauvinism card stating that ‘a woman who earns more than a man was capable of abusing her intimate partner.’

In limiting the stories to Nyeri County, Television news had succeeded in indicating that something was wrong with Nyeri men and women for such cases to happen. In her opening narration for Citizen TV’s news video, Mourine Murimi says, “traditionally, it is the wife who is known to bear the brunt of her husband’s wrath...”

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Overview**

The chapter summarizes the study, discusses the conclusions in relation to the objectives set out by the study and suggests recommendations and areas of further study.

#### **5.2 Summary**

##### **5.2.1 Frequency of Airing**

There were 17 videos uploaded on YouTube for the three years under studies. There were no stories done on GBV against men in the year 2014 by any of the four stations. NTV stood out as having done and uploaded only one story, that is in 2012, for the years under study. Of the 4 stations, KTN did the most stories followed by K24. KTN had hard news stories, features and a follow up story. For the four years under study, 2015 carried the most stories on GBV against men in Nyeri County at 58.8 per cent with June carrying the most videos. The two hard news stories that received the most airtime were those whose victims lost their private parts- several features, some of which were comical, were done in extension to the hard news stories.

##### **5.2.2 Seriousness of GBV against Men in Nyeri**

The videos broadcasted and uploaded on YouTube did a lot to trivialize the issue of domestic violence against men. The videos featured sources that made fun of men who were battered by their husbands. It clearly depicted that a woman was not capable of beating a man unless something was wrong with the man. Features done on the same were comical, two by K24 giving advice to men to wear metal pants to prevent women from cutting of their genitals. Of the four

hard news story, only one had 3 follow up stories. Viewers had no way of knowing what happened in the days and months following the abuse and how the victims were progressing. The editors stressed that the placement of stories is dependent on the line up for the day. If there are stories that are more 'serious' than GBV against men, then the GBV story is not aired on that day. 82.6 per cent of the respondents were not satisfied with the way the story was covered. They argued that there aspects that were left out including background information and statistics. Some respondents were of the opinion that more follow ups should have been done as well as in-depth analysis to get into the root cause of the problem. The respondents also feel that the stories were more stereotypical and comical than they were helpful to the victims and society.

### **5.2.3 Media Stereotyping**

News videos on GBV against men were stereotypical. The bulk of the videos broadcasted on domestic violence against men came specifically from Nyeri County. All four editors of the 4 TV stations under study agreed that Nyeri was an interest area when it came to such stories and airing similar stories from other counties did not generate as much public debate as Nyeri did. The editors however disagreed that they were creating stereotypes; rather, they all agreed that they were reinforcing pre existing stereotypes. The stereotypes inherent in the stories were: that Nyeri women were violent and that they were not good wife material; that Nyeri men were drunkards, irresponsible and weak. Majority of the respondents were of then opinion that such stories could have negative impacts especially in relation to Nyeri County as a whole. The stated stereotypes could linger in the minds of Kenyans as whole in the long run.

#### **5.2.4 Frames**

Frames established in the study include brutality, trauma, justice, chauvinism and feminism. The videos showed clearly the brutal injuries sustained by the victims. They also highlighted the trauma that the victims were experiencing at the time and were likely to face in the future. Some of the videos featured statements from the police as a show that the justice process was on course. Simon Kiguta's case was followed to its conclusion, where his wife was acquitted for lack of evidence. Most of the stories done featured the perpetrators either in a police vehicle or walking into a police station. In regards to chauvinism and feminism, the notion that the woman is capable of attacking a man was dispelled and alcoholism was given time and time again as the reason why the women were able to attack their husbands. However K24 news video featured a man who was stabbed with a knife on the shoulder by his wife who then proceeded to cut off his genitals. In this case, the man was not drunk. Citizen TV's news story started by indicating that "traditionally it is women who bear the brunt of her husband's wrath" meaning that a woman battering a man is highly unusual. Citizen TV's news editor also said they featured these stories because they fell under the category of man bites dog.

#### **5.3 Conclusion**

Video used to narrate the stories were edited to present these stories in a certain way. In GBV against men stories, narrations and source commentaries were used to fulfill a certain frame and tone. From the analysis of the video, it is clear that Gender Based Violence against men is far from being treated with the seriousness it deserves. It is used as a form of comic relief and to propagate stereotypes instead of give solutions to the violence and the underlying issues.



Further studies should be done and the media should take stock and review how they frame stories on domestic violence against men.

#### **5.4 Recommendations**

From the findings, the researcher came up with various recommendations that will help in dealing with GBV against men in the future.

The media should do thorough research on these cases before presenting them to the masses, strive to set agendas fighting GBV against men and women alike and desist from stereotypes and using GBV stories as a form of comic relief.

The media should strive to carry follow ups on these stories to keep the viewership informed on the progress the victims are making and whether the course of justice is carried out to its finality.

The media should stop framing lobby groups like Maendeleo ya Wanaume that fight for the rights of battered and abused men, as a form of comic relief. They should however work hand in hand with such lobby groups in order to put an end to GBV and access justice for the victims. Lobby groups and NGOs can also carry out trainings to educate the media on how they can carry out GBV stories.

Government ministries should use the media to communicate GBV against either gender, to change societal views on GBV especially against men and to communicate policies and laws that protect victims and punish perpetrators.

## **5.5 Further studies**

In the course of the study, the researcher identified gaps for further research. These include:

1. A comparative study of GBV against women vis-à-vis that against men.
2. Framing of other kinds of violence especially with regards to parents and teachers battering children.
3. The link between risky behavior and predisposition of falling victim to GBV.
4. The link between acculturation and predisposition of falling victim to GBV.

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## APPENDIX I

### **INTERVIEW GUIDE FOR EDITORS AND REPORTERS.**

1. How did you select the story angle for the domestic violence against Nyeri men?
2. Why did you portray the perpetrators the way you did?
3. Do you know whether men are battered in other counties?
4. Are you aware that such stories can create stereotypes for the said County?
5. How did TV news report on the police who first took up the cases?
6. What makes you decide to do follow up stories?
7. What determined placement of battered men in your newscast?
8. In your opinion do reporters' beliefs and opinions affect the angle of the story? How and why?

## APPENDIX II

### QUESTIONNAIRE FOR MASTERS IN COMMUNICATION STUDENTS

1. What do you recall most from the TV stories about battered men in Nyeri County?
  - a) The violence itself
  - b) The commentary from the reporter and sources
  - c) Physical and psychological injuries sustained
2. Explain your choice in 1 above
  
3. How did the women justify the actions against their husbands?
  
4. Were you satisfied with the way the stories were angled in relation to the seriousness of the issue?
  
5. How were the suspected perpetrators of the violence portrayed in the stories?
  
6. Was the coverage on battered men in Nyeri satisfactory?
  - a) Yes
  - b) No

Explain
  
7. In your opinion should the media have done more?
  - a) Yes
  - b) No

Explain.
  
8. In your opinion do reporters' beliefs and opinions affect the angle of the story?

- a) Yes
  - b) No
9. Explain what impact battered Nyeri men stories have on the society

10. Do you believe that husbands are battered by their wives in other Counties?

- a) Yes
- b) No

Why?

11. Why do you think the Media picked Nyeri County?

12. Do you believe that women are the weaker sex?

- a) Yes
- b) No

13. In what circumstances do you believe a woman can be able to abuse her intimate partner?

14. What is your opinion about men who are battered by their wives

APPENDIX III



UNIVERSITY OF NAIROBI  
COLLEGE OF HUMANITIES & SOCIAL SCIENCES  
SCHOOL OF JOURNALISM & MASS COMMUNICATION

Telegram: Journalism Varsity Nairobi  
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P.O. Box 30197-00100  
Nairobi, GPO  
Kenya

**REF: CERTIFICATE OF FIELD WORK**

This is to certify that all corrections proposed at the Board of Examiners' meeting held on 7/06/2016 in respect of M.A/Ph.D final Project/Thesis defence have been effected to my/our satisfaction and the student can be allowed to proceed for field work.

Reg. No: K50/70368/2013

Name: ROSE MUTHONI NJIROGE

Title: TELEVISION NEWS FRAMING OF DOMESTIC

VIOLENCE: NYERI MEN ON THE RECEIVING END

DR EDWIN NYUTHO.  
SUPERVISOR

[Signature]  
SIGNATURE

25/07/2016.  
DATE

Dr Samuel Sirangi  
ASSOCIATE DIRECTOR

[Signature]  
SIGNATURE

25/07/2016  
DATE

Dr. Ndethi Ndethi  
DIRECTOR

[Signature]  
SIGNATURE/STAMP

28.10.2016  
DATE



APPENDIX IV



UNIVERSITY OF NAIROBI  
COLLEGE OF HUMANITIES & SOCIAL SCIENCES  
SCHOOL OF JOURNALISM & MASS COMMUNICATION

Telegram: Journalism Varsity Nairobi  
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Email: director.sj@uonbi.ac.ke

P.O. Box 30197-00100  
Nairobi, GPO  
Kenya

REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 01/11/2016 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can now be prepared for binding.

Reg. No: K50/70368/2013

Name: ROSE MUTHONI NJOROGE

Title: EVALUATION OF TELEVISION NEWS FRAMING OF DOMESTIC VIOLENCE AGAINST MEN IN NYERI COUNTY

DR. EDWIN NYUCHO  
SUPERVISOR

[Signature]  
SIGNATURE

9-11-2016  
DATE

Dr Samuel Siringi  
ASSOCIATE DIRECTOR

[Signature]  
SIGNATURE OF NAIROBI

10/11/2016  
DATE

Dr. Nlet Nlet  
DIRECTOR



10-11-2016  
DATE



## APPENDIX V

### Appendix I Declaration Form for Students

#### UNIVERSITY OF NAIROBI Declaration of Originality Form

This form must be completed and signed for all works submitted to the University for examination.

Name of Student	<u>ROSE MUTHONI NJOROGE</u>
Registration Number	<u>K50/70268/2013</u>
College	<u>HUMANITIES AND SOCIAL SCIENCES</u>
Faculty/School/Institute	<u>SCHOOL OF JOURNALISM</u>
Department	_____
Course Name	<u>MASTER OF ARTS IN COMMUNICATION STUDIES</u>
Title of the work	<u>EVALUATION OF TELEVISION NEWS FRAMING OF DOMESTIC VIOLENCE AGAINST MEN IN NYERI COUNTY</u>

**DECLARATION**

1. I understand what Plagiarism is and I am aware of the University's policy in this regard
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Date 10/11/2016



# APPENDIX VI

11/10/2016

Turnitin Originality Report

## Turnitin Originality Report

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