AN INVESTIGATION INTO THE EXTENT OF CHILD LABOUR ISSUES CONTENT IN THE KENYAN MEDIA: A CASE STUDY OF THE DAILY NATION AND THE STANDARD NEWSPAPERS

BY

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DECLARATION

This research project is my original work and has never been submitted by anybody else for the award degree in any other institution.

Signature............................................Date..........................................................

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The research project has been submitted for examination with my approval as supervisor on behalf of School of Journalism and Mass Communication, University of Nairobi

Signature............................................Date..........................................................

DR. HEZRON MOGAMBI
DEDICATION

This thesis is dedicated God for His love, Mercy and Grace have brought me this far.

A special and warm dedication to my mother for standing in the gap, for your endless love, support and constant follow up on progress made.

To my two sisters, Irene and Anne, thank you for your encouragement.

To my niece, Ella, now it is your turn.
ACKNOWLEDGEMENTS

I would like to express my sincere gratitude to my supervisor Dr. Hezron Mogambi, Ph.D. for his continued support during my Graduate Studies. His technical and editorial advice was essential to the completion of this study. I could not have imagined having a better supervisor and mentor during my studies.

See you Mwalimu at the next level!
Child labour is a thorn in the flesh in Africa where children and youth have been sucked into a world of exploitative labour, which in an extreme way creates a vicious cycle of extreme poverty, generating hopelessness and reproducing poverty in a systemic manner. Indeed, the long term implication of this phenomenon is frightful. Perhaps this is why many have expressed fears about the kind of future that awaits the African Child. (Osita, 2009). Child labour in Kenya is the employment of children under an age determined by the law or custom of the government. The problem of child labour in Kenya, its different types and abolishment pathways as a topic being focused for communication by the print media, and the importance of how prevalent this topic has been addressed by the news media of Kenya. Child labour representation in the media has taken a different approach that is attributed to the growing numbers of advertisers as well as the dominant ideology of the media, profits. This is a comparative study of two newspapers coverage of child labour issues in Kenya. Central to the study is an effort to compare how the newspapers: The Daily Nation and The Standard primed and reported child labour issues between October 2014 and March 2015. A total of 85 child labour stories were reported by the two newspapers. A comparative analysis was done to find out how the two newspapers reported cases of child labour, to determine how much spacing in an entire newspaper was the story given and highlighted as well as the frequency of publication of child labour stories. The comparative study revealed that October had a total of 29 child labour stories (34%) covering issues like children kidnapping for ransom, child marriages and child defilement. These is attributed to October being dedicated to celebrating the girl child rights and progress. The study also revealed that The Standard had more stories related to child labor than The Daily Nation with an exception of March 2015. However, a lot is yet to be done to ensure that child labour case get adequate support from the public as well as in curbing this menace which is manifested through work exploitation and less pay, early marriages, as well as circumcision of female children. From the perspective of various social problems prevailing in Kenya, the mass media have a decisive role to play in mobilizing the people for exploiting the children and forcing them into labour.
## ABBREVIATIONS

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tr>
<td>AIDS</td>
<td>Acquired Immunodeficiency Syndrome</td>
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<td>HIV</td>
<td>Human Immunodeficiency Virus</td>
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<td>ILO</td>
<td>International Labour Organization</td>
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<td>KNBS</td>
<td>Kenya National Bureau of Statistics</td>
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<td>NGO</td>
<td>Non Governmental Organization</td>
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<tr>
<td>UN</td>
<td>United Nations</td>
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<td>UNICEF</td>
<td>United Nations International Children’s Emergency Fund</td>
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CHAPTER ONE: INTRODUCTION

1.0 Introduction

This chapter gives a background of the study on coverage of child labour issues in the newspapers. This chapter describes the problem statement of the study. This chapter also presents the research objectives, the research questions, significance of the study, the scope and limitations of the study and defines terms used in the study.

1.1 Background of the Study

Despite the world’s promises to care for every child, the scourge of child labour still leaves countless children deprived of their most basic rights. A majority of countries have adopted legislations to prohibit or placed severe restrictions on the employment of children, much of it guided by the International Labour Organization (ILO).

Despite these legislations and efforts, child labour continues to exist on a large scale. Elimination of child labour cannot be at the strike of a pen for it is deeply ingrained in cultural and social attitudes and traditions intricately linked to poverty. Children work because their survival and or that of their families depend on it, and in some unfortunate cases because some unscrupulous adults take advantage of their vulnerability.

Article 32 of the Convention on the Rights of the Child (CRC), adopted in 1989 requires State Parties to recognize the right of the child to be protected from economic exploitation and from performing any work that is likely to be hazardous or to interfere with the child’s education, or to be harmful to the child’s health or physical,
Article 17 has spelt out the crucial role of the media in disseminating information that promotes the well-being of children. The Convention specifies that member states should recognize the important function performed by the mass media and shall ensure that the child has access to information and material from a diverse national and international sources that promote his or her social, spiritual and moral well-being and physical and mental health. To this end, members States shall:

a) Encourage the mass media to disseminate information and material of social and cultural benefit to the child and in accordance with the spirit of article 29;

b) Encourage international cooperation in the production, exchange and dissemination of such information and material from a diversity of cultural, national and international sources;

c) Encourage the production and dissemination of children’s books;

d) Encourage the mass media to have particular regard to the linguistic needs of the child who belongs to a minority group or who is indigenous;

e) Encourage the development of appropriate guidelines for the protection of the child from information and material injurious to his or her well-being, bearing in mind the provisions of articles 13 and 18. (UNICEF, 2004).
Mass media have the power to influence public opinion, set role models and affect behaviors of children and society. The issues of children in any part of the world as represented by the media are both negative and positive, ranging from education to street children, stateless children, child labour and child prostitution, among others (UNICEF, 2009).

Child labour representation in the Kenyan media is still low, compared to politics reporting which enjoys the greatest share in representation in a media that describes itself as sophisticated, diverse and lively mass media with thriving new technologies such as the internet and mobile telephones (Mbeke, 2010, p. 8). This low representation is in spite of international bodies such as the International Labour Organisation showing that the practice is rampant in the country.

However, families that practice child labour or allow their underage children to be employed contribute to the low representation in the media because of their tendency to withhold information on the practice. The print media which comprises the newspapers, journals, editorials, and magazines, has a readership of 23% with 2.2 million people in the urban settlements, and 2.6 million rural folk reading newspapers daily.

The Daily Nation newspaper is published by the Nation Media Group, which also enjoys the largest readership in Kenya and East Africa. The company publishes the Sunday Nation, Saturday Nation, The East African, Taifa Leo, and the Business Daily among many other journals and editorials. The Standard newspaper is produced by the Standard Group which has the weekly Standard, Sunday Standard, and Saturday
There are few editorial reports on child labour due to various perceptions of the matter by ‘relatives’ to whom the child might be reporting, the fear of reporting the cases, or ignorance that is apparent among the minors regarding their rights. Equally important, financial hardships in some regions forces families and children to enhance the practice as a necessity without seeing any justifiable reason of reporting it.

These challenges require that the media fraternity especially the newspapers participate by making sure that child related issues are highlighted so that the public are informed on these issues. It is against this background that this study is conducted to determine the amount of children labour related content in the Kenyan media with specific focus on The Daily Nation and The Standard.

1.2 Problem Statement

Media reporting and coverage of child labour in the newspaper is countable, based on the fact that the reporting is limited or the stories are not juicy enough to report. Yet, Kenyan media houses are aware of the age at which a person is considered an adult and ready for employment. For example, international aid agencies point out cases of child labour in refugee camps that are attempting to resettle internally displaced persons following the 2007/2008 post-election violence more than local newspapers. According to the World Bank and ILO, affected families and children contribute to the problem of poor coverage of child labour by not fully disclosing the information relating to the prevalence of the problem.
However, there has been a drift to reporting heroic deed of children, for example, as was experienced in the Coast Region where a brave child saved others when floods hit the region. According to the Ministry of Labour, Social Security and Services, children should not be engaged in any of the worst forms of child labour, namely, armed conflict, slavery, prostitution, and illicit activities such as drugs. No person should employ a child in any open cast working, or sub-surface working environments that are entered by means of a shaft. No person should employ a child in any industrial undertaking between the hours of 6.30 p.m. and 6.30 a.m. (Labour, 2014).

The lack of clear reporting on the prevalent cases of child labour, placement in the editorial content, and priming may be attributed to little or lack of awareness on the part of the affected children, or the fear and disregard of authority. On the other hand, education in Kenya is free but access to it is limited by various reasons. First, there is a shortage of teachers that create barriers to education while contributing to overcrowded classrooms. Second, the school administrators deny pregnant girls admittance to learning institutions and the situation is worsened by the prevalence of sexual abuse in such institutions (Otieno, 2012).

Newspapers in Kenya have a wider public readership and appeal as using newspaper to highlight issues affecting children would help catch the attention of the public, political leaders and policy makers (Ortum, 2013). It is against this background that this study is conducted to determine the amount of children labour related content in the Kenyan media with specific focus on The Daily Nation and The Standard.
1.3 Research Objectives

The general objective of this study is to examine how child labour issues were primed and reported by The Daily Nation and The Standard newspapers. Specifically, the study aims:

1. To find out how the Daily Nation and the Standard reported cases of child abuse;
2. To determine how much spacing in the entire newspaper the story was given and highlighted;
3. To assess the frequency of published stories on child abuse in the Daily Nation and The Standard newspapers.

1.4 Research Questions

1. How are the stories about child labour given prominence in the Daily Nation and The Standard Newspapers?
2. How much space in the entire newspaper are stories of child labour allocated?
3. What is the frequency and coverage of child labour reports in the Daily Nation and the Standard newspapers?

1.5 Significance of the Study

The study is significant in providing the frequency of media coverage on child labour, and in highlighting child labour issues that require immediate action by the relevant stakeholders. This study is also significant to the Government Ministries or Departments and Non-Governmental Organizations that work closely with the children in advocating for their rights for it will enable them to have a clear niche of the reporting and priming of the child labour cases. The study will update studies that
have been done on child representation in the media and make significant contributions to the existing body of knowledge.

1.6 Scope and Limitations
Due to inadequate capacity, limited resources, and time constraints, the focus of this study was confined to a period of six months during which a comparative evaluation of the Daily Nation and The standard newspapers’ coverage and placement of the cases of child labour was done.

1.7 Definition of Terms
Child according to the CRC means every human being below the age of eighteen years unless under the law applicable to the child, majority is attained earlier.

Child Labour according to Article 32 of the CRC is work performed by a child that is likely to interfere with the health and physical, mental, spiritual moral or social development.

Content Analysis is the systematic qualitative description of the composition of the objects or materials of the study (Mugenda, 1999).

Editorial Category refers to the type of child labour articles carried by the paper, for example, editorials, letters to the editor, and features. Each of these groups will be studied to show how much of each article is published by the newspaper.

Frequency refers to the total number of child labour and related stories published by the newspaper within the duration of the study. The more often a story is published in a certain newspaper, the greater the value that the publication attaches to the issue.

Media refers to newspapers
**Newspaper coverage** includes editorials, news stories, one-on-one interviews, news picture and pictures in the newspapers

**Prominence** refers to how the story was treated so as to show its importance, for example, whether it is a front page story, a back page story or a lead in a certain page. Newspapers publish the most important story on the front page. Less important ones are published at the back and the middle part, with the least important issues carrying the bulk of the inside pages of the newspapers.

**Sources** refers to where the story emanates from. These include: the Government, Non-Governmental Organizations (NGOs), experts, readers and the newspaper itself.

**Unit of Analysis** refers to those units that we initially describe for the purpose of aggregating their characteristics in order to describe some larger group or abstract phenomenon (Mugenda, 1999).

**Volume of coverage** is the actual volume of space allocated to child labour stories, measured in square centimetres. It will be measured by calculating the depth and the width of all the articles under study.
CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 Introduction

This chapter seeks to determine what has already been done and published in relation on child labour coverage guided by the research questions of this study. This chapter will provides a critical review of theories uses, identify existing gap(s) of the theory. In addition, this chapter positions the study within an existing research and provides a framework for understanding the role of newspapers in priming and reporting child labour issues. It also demonstrates how the findings of the study will add to the understanding and knowledge of the field.

2.1 Overview of Child Labour

According to International Labour Organization (ILO) the Sub-Saharan Africa estimates of child labour are among the highest in the world. Statistics indicate that close to 30% of five to fourteen year old children are involved in economic activity. According to the Department for Children, Schools and Families, working at that age is considered child labour. This number is the highest, compared to Asia’s 14.8% and 9% in Latin America. Persistent challenges of extreme poverty, high population growth, the HIV/AIDS pandemic, food security, political unrests and civil conflicts have only exacerbated the problem. Furthermore, the elimination of this problem in the African continent is lagging behind compared to other parts of the world, the reason being poor policies within the government to address this and many other related issues. Adding to the complexity of the problem in the Kenyan context is the nature of the economy which is based on agriculture and presents families below the poverty line with an easily available source of income albeit poor pay.
(Mendelievich, 1979) argues that children in every type of community have always taken part and continue to take part in economic activities that perpetuate that immediate society and the larger community in extension. (Walji, 1984) adds that these children are encouraged by their parents and guardians to learn various skills that are essential for themselves and will help supplement the needs of the family. The issue of child labour has been passive for a long time, including in today’s modern society. There are numerous problems when it comes to addressing this challenge, and the media has not been particularly vocal.

There are many reasons as to why the issue of child labour should be adequately addressed, especially by the Media and the Government at large. In more ways than one, child labour affects children adversely. They are rushed into adulthood, and begin early marriages. (Katheleen et al., 2008) postulate that children who have become part of the economic industry are more likely to marry when young.

These children also drop out of school, making work their first priority. As a result, their education levels drop significantly and they suffer harsh consequences throughout the years of their lives. These children also suffer health wise, become prone to injuries and face more accidents due to their lack of skill and fragile bodies. Their social development becomes harmed, and they develop aggression, misconduct, drug abuse, amnesia, and other psycho-social problems. When subjected to the worst forms of child labour, for example, soldiering, prostitution, and slavery, these children become traumatically affected for the rest of their lives. Eventually, this cycle never ends because these children don’t make enough money to sustain a family, and therefore, their children are recruited into the same cycle, and so forth.
The research findings in this study portray a significant truth that the coverage of child labour issues in the media is very little, and high coverage only occurs during the seasonal celebration of child days globally. The print media is especially affected in these findings, more so because the main issues covered all year round are of political significance. Highlighting the plight of the African child in the newspapers discussed in this study underscores the little weight this issue carries in Kenya, as evidenced by the overall 85 cases covered in the period between October 2014 and March 2015. Of these cases, 47 were covered by the Standard newspaper and 38 by the Daily Nation.

It’s quite apparent that in the East African region and the Sub-Saharan region in general, cases of child labour have become so frequent that they’re viewed as normal. This is mainly due to the context in which child labour takes place that makes it to be perceived as a means of subsistence in which children work to produce food. Further, apart from the several sub-Saharan African countries that are mineral-rich, the others that depend on agriculture such as Kenya for local use as well as foreign earnings do not address the issue of child labour adequately. However, the problem cannot be isolated from the mineral-rich countries because the ILO has also reported cases of children working in mines. In Kenya, for example, cases of children working in goldmines in Kakamega have been reported by the World Bank and UNICEF. Accordingly, reports on such cases are given great disregard by the local media, and no significant steps are taken to address these reports. Comparing this with the international media, there’s a similarity, especially when it comes to issues relating to Asia and Latin America. Many stories about child labour are not published by the printing media in these continents, but by bloggers and child human rights activists.
According to Bequale (1988), reporting on child labour issues is largely eventful, and specific issues are only covered at the time when international dates come up. This coverage is linked to June 12 and weeklong events diary that revolve around the Child Protection Week.

The main challenge, according to the International Labour Organization is for the media to find ways of keeping child related issues on the public agenda even after the dates have passed. The goal should be to encourage the society to respond these issues on a continued basis. It’s sad that these stories are usually seen on annual basis around the date of the child. Children have strong views that should find a platform to be expressed. These views show that these children are capable of being active citizens since they have very strong opinions about the issues affecting them. The various works described in this study have greatly contributed to my research on the issues of child labour.

As described by Everett and Shoemaker (1971), there are different types of child labour. These two authors devised a typology of child activity patterns and came up with five major categories namely: Domestic work, non-domestic non-monetary work, tied and bonded labour, paid labour, and marginal economic activities.

Domestic work includes cleaning cooking, child care, and other domestic chores undertaken by children in almost all societies. Non-domestic-non-monetary work is a child activity found in subsistence economies, and it includes farm work, hunting and gathering. Tied and bonded labour entails children working as unpaid household servant for the landlord usually for some minimum board and lodging. Paid labour
can be found in various forms, for example in the local media programmes like *Machachari* that is aired by the Citizen Television, brick making by children in Columbia as reported by (Salazar, 1988, pp. 49-60). Another system involves the paid labour of children as domestic servants of distant kin. Marginal economic activities are characterised by their irregularity and short time nature, though some of those individuals practising the activities may do so on a regular basis. Marginal semi economic activities of this nature include the selling of newspapers, selling sweets, and other small items (Zani, 1993). This forms the core of the study and how media through the two newspapers, Daily Nation and The standard covers these activities forms the core the comparative analysis.

Various studies from the ILO have been quite beneficial in trying to understand the issue of child labour. Studies by (Gatchalian, 1988), (Kanbargi, 1988), (Rodriguez, 1979), and (Salazar, 1988) illustrate a perspective of child labour in different countries including the Philippines, India, Peru, and Columbia respectively. Kanbargi (1988) cites that there are approximately sixty to one hundred and fifty million child labourers in India, with most children being absorbed in the agriculture field in bonded child labour conditions. In this case, the creditor loans the child’s parents a small amount of money in exchange for the child’s labour. The child will then work for the creditor until that debt is paid off. In most cases, this debt is never paid off since interest rates for the loan are usually higher than the wages paid to the child. Kanbargi discusses the same factor of poverty in India as the causative agent of child labour. The ILO statistics depict that poverty affects 39% of the Indian population living in rural areas and 37% in the urban areas. To survive the poverty margin, families require income and obtain it using their children. These children work as
labourers for most of their lives, and usually die off the age of 40, leaving their debts to their children and so on.

Studies by Gatchalian (1988) reveal that in the Philippines, children are exposed to some of the worst forms of child labour, including child prostitution, agriculture and domestic service. Studies done by the US Department of Labour in the Philippines collaborate these studies, that children are employed in the sectors of agriculture, industry, services, and other forms of worse child labour. In the agricultural sector, children are involved in production of sugarcane, corn, bananas, rubber, tobacco, and coconuts; in the industrial sector, mining, deep sea fishing, construction, and fashion accessories are some of the main employers of children. The global community has been especially vocal in the sourcing of this cheap labour by international fashion companies. Scavenging, street work, and domestic work fall categorically under the services department, and the worst forms of child abuse and labour include commercial sex exploitation, forced labour, human trafficking, armed conflict combatants, drug trafficking, and forced begging. Gatchalian indicates that 23% of the close to 400 children that he studied in the services industry, were under ten years of age, and mostly worked in the wood and clothing industries.

Similar studies in Peru and Columbia by Rodriguez (1979) and Salazar (1988) contribute the same findings on child labour issues in these countries. In Peru, children are forced to work in gold mines while in Columbia, they work in the rural and urban areas mostly in industry and commerce. Using these examples, these authors have been able to highlight cases of child labour and taken up various steps to combat the same. The Kenyan media, in this case the printed dailies, can follow suit
by being vocal about these issues. In addition, various advocates for children’s rights and freedoms can come forward and make this agenda their own.

The studies by these authors also prompt a criticism on the side of the parents and guardians of these children. For example, some parents may argue poverty, unstable income, illness or some other justifiable circumstances. This becomes a very difficult topic in the developing world, and even international organizations like UNICEF cannot help solve some of these issues. However, as I will later portray in this study, some commendable strides have been taken up by the Kenyan Government as a lead example in the region in combating issues of child labour. Some of these strides include providing free primary education to make sure that every child can access a basic level of education, child sensitization programs, and job support and creation programs to safeguard against repetition of the same cycle in future.

Other significant contributions to this dissertation include publications from the Daily Nation and the Standard dailies on the child labour situation in Kenya. An overview of these publications was done for the important period between October 2014 and March 2015, during which most children are off school schedule. These children are usually engaged in helping out with home duties, for example farming, the market, or business. From the information articulated in these articles, it’s evident that Kenya’s situation is not dire when it comes to extreme child exploitation issues. Policies implemented by the government to inhibit against the same seem to be working. Given the economic growth of the country from a low income to a middle income earner nation, backward traditions that involve exploitation of children are being dropped by many people.
The authors of these studies reviewed have also given credit to the nationalization and creation of economic empowerment programmes that facilitate an education stronghold. However, with these advancements also come the problems of middle income nations, such as many educated people with no jobs, growth of informal settlements, and devaluing of the importance of education. Life has become quite expensive, and people’s lifestyles have changed throughout the country especially in urban dwellings. Young girls are being recruited into prostitution, and young boys into criminal gangs that conduct sophisticated crimes. In the past, cases of kidnappings were very rare, but modernization has changed the crime scene in Kenya. Parents are solicited for ransoms and pay hefty fines for the sake of their children.

In conclusion, the works cited in this study have contributed both to the in-depth analysis of issues revolving around child labour and also the research question postulated about the coverage of such issues in the media, the case study being the Kenyan newspapers. We can draw up some inferences from the research, for example the magnitude of the situation is deeper than portrayed by the newspapers. Another inference that can be drawn reflects on the evolution of traditional child labour into modern labour, that too many people does not come out as child labour. Nonetheless, the world is changing and modern slavery is tied to video games, the television, and other technology gadgets. We might as well start developing new perceptions on how to counter the effects technology advancements are having on our society, and especially children.
2.3 The Nature of Child Labour

The nature of child labour differs based on the characteristics of the children such as age, sex and birth order of the child, their level of education and the kind of work they do. Factors that contribute to child labour include the socio-economic status of the family and peer influence of already working children.

2.3.1 Characteristics of the Children

Children begin to work at different ages, in various countries and areas all over the world. In effect, this translates to the fact that there is no fixed age at which children begin or stop working. However, as long as they have not reached the stipulated age of being considered as adults or majors, such work is essentially child labour. Rodriguez (1979) states that city children begin work virtually as soon as they can get away from home, approximately at the age of seven years. Boyden and Bequale, 1988 support this view that a significant number of children are involved in employment at a very early age.

A study conducted by Gatchalian (1988) revealed that 23% of his total sample of 403 children in wood based and clothing industries were below the age of ten years. In a survey that was done by (Abdalla, 1988), 28% of the working children in the Cairo Tanning industry were below the age of ten. His study covered 50 workers of whom 48 were boys and two were girls. He found that of these 50 children, 14 were of age four to ten years, 21 between 11 to 13 years, 12 were 14 years old, and three were 15 years. The average age was 11.7 years. The majority were in the 11 to 13 years category.
The youngest age at which children have been found working is at four and a half years (Abdalla, 1988, p. 32). These children were found in the leather tanning industry in Cairo, Egypt. It was also noted that in most of the studies, where both male and female children were surveyed, the bigger percentage consisted of the male children. The reason for this was that these studies were undertaken in industrial enterprises, while on the contrary, girls are often employed in the domestic sector.

Ebigho and Izuora, (1986) found that birth order is related to involvement in child work. The study focused on children working in two major markets in Enugu, namely Ogbete main market and Kenyatta market and had a sample of 70 children. Out of this sample, first born children accounted for 27%, second born children 21.6% and third born children 27% of the total sample, forming a total of 75.6%. This study was conducted in Nigeria, and studies in Kenya did not relate birth order to paid child labour.

Involvement in child labour greatly reduces children’s chances in acquiring complete and satisfactory educational standards. This is because very few children can attend school and work at the same time since the two activities can’t run concurrently. Those who attend school and also work, find it extremely difficult to give their school work the attention it deserves. Most children have to choose between working and attending school. Mendelievich (1979, p. 51) underscores this point when he says that those who work during their childhood years have no chance of going to school and obtaining qualifications which might help them escape from the state of poverty.
According to (ILO, 2008 June, p. 11) poverty is a state of inability to obtain a certain minimum level of consumption of food and essential non-food items universally considered adequate to satisfy the minimum requirements for human sustenance. (Kanbargi, 1988, p. 101) postulates that poverty is the reason why children don’t attend school. In his sample of 49 children, only 6 had 4 or more years of schooling. Boyden and Bequale (1988, p. 5) go further to give other reasons why children may choose to work rather than attend school. This includes parent’s confidence that working children are gaining valuable skills and experience. They note that this idea is ill founded because child labourers concentrate on unskilled and simple routines which offer little opportunities for transfer to more remunerative, safer, and interesting occupations.

Sometimes parents are reluctant to send their children to school due to accompanying costs of school, although this has been greatly averted in the Kenyan context with the introduction of free Primary education. Since the year 2003, child dropouts from primary schools and non-formal educational institutions have greatly reduced (ILO, 2008 June, p. 9).

Mendelievich, 1979, p. 10, asserts that in general, children take up a job because it is the only type of job open at the time. They have little choice of what work they want to do. They could also take up a job because one or more members of the family are already doing that job or because it needs no special qualifications. Often, children are expected to work for motives detached from direct emotional incentives (Adams, 1957, p. 109).
Legally, children may be employed under certain circumstances and for stipulated
hours in consideration of health and safety provisions as well as age. However, in the
countext of child labour, they are exposed to many different working situations, for
example in underground mines, bonded children, cheap and seasonal labour,
umerous industrial workshops, service establishments, and in street trades (Zani,
employed by small scale enterprises. In his study 72% of children employed in the
wood industry, and about 82% in cloth manufacturing were working in firms which
had less than 29 workers. In the firms surveyed, adults were normally hired to work
on more skilled and delicate tasks, while children were assigned to tasks requiring
little or no training.

Another aspect of child labour is given by Dyorough (1986, p. 46), who notes that the
incidence of child labour is so high in Nigeria that in some economic activities for
example bus conducting, children have replaced adults. Boyden and Bequale (1988,
p. 24) give reasons for the extensive use of children in the labour market. They stipulate
that employers find child workers especially attractive on account of their innate
characteristics such us docility, speed, and visual acuity. They can also be paid low
wages and offer flexibility in situations of fluctuating and unstable market conditions.
On the kind of work done, Ebighoand Izuora (1986, p. 6) found 50 out of 70 child-
labourers (65%) to be involved in hawking activities.

2.3.2 Factors that contribute to Child Labour

In the developing countries, child labour is rampant due to the fact that most of these
families are poor. Poverty forces children to go to work in order to supplement the
little, if any income from their parents (Boyden and Bequale, 1988, p. 4). Child workers are not free and their recruitment is more responsive to social obligation than to market forces. Parents depend on these earnings and send their children to work despite being aware of the disadvantages of the children’s physical education and well-being. Kanyongo (1982, p2) observed that children are encouraged to work in order to improve the family’s socio-economic status. Poorer children may also be exploited by better off families as cheap labourers. Agnelli (1986, p. 17) observes that poverty and the seemingly fewer opportunities to develop, are some of the factors that push children from rural to urban areas.

Influence is a means of persuasion (Parsons, 1967, p. 367). It is bringing about a decision that alters a party to act in a certain way because it is felt to be a ‘good thing’ for him or her. Knowledge of what some particular kind of work entails received from an already working child, can interest and encourage a non-working child to engage in that work (Peltzer, 1986). Although peer groups play a role in contributing to child labour, peer influence has received little attention from scholars (Zani, 1993, p. 25).

Unlike the period before the realization of HIV/AIDS where children accompanied their parents to farms, the ILO shows that the current source of child labour is the loss of parents to the HIV/AIDS pandemic. Many orphaned minors are left under the care of their relatives including grandparents who have a limited ability to care for these orphans. The children, therefore, have to find employment to survive. Inadvertently, Kenya’s agricultural sector and economy presents the most readily available source of income to such children.
Family break ups is also a significant contributory factor, whereby children from broken families are forced to fend for themselves or supplement income for the part of the family unit they remain in despite them being below the legal age that allows them to be employed. Additionally, sporadic ethnic clashes and violence during the 2007 election chaos disrupted families and made children to become more vulnerable, leading to a life of child prostitution and domestic work, while others became street children (ILO, 2008 June, p. 2).

In the review of literature covered in this study, it is evident that coverage given to children issues by newspapers is generally low and as Oyero (2010) suggests that there is need for improvement on the part of newspaper reporters and editors to step up the attention given to children issues. He believes that the media have a great role to play in the realization of children’s rights and the need for newspaper organizations to expand their coverage given to children’s issues. He suggests that one way of doing this is to devote specific pages to children matters where issues affecting their rights could be featured. This is important since the awareness of the public that children issues are featured on specific pages can influence their looking out for such pages when information on children is needed. On the same note children as well, can look forward to such pages to know about themselves. He concludes by suggesting that it would be needful for the government to formulate a policy guideline to compel newspapers to devote a certain percentage of their news coverage to issues that will serve the purpose of protection and promotion of the rights of the child (Ortum, 2013).
The concept of minors toiling under dehumanizing conditions for long hours has given rise to intense debate over child labour in the past two decades where the public and policymakers have attempted to address the causes and consequences. In the Kenyan context, the most significant and influential discussion regarding child labour has been founded on whether a family’s position below the poverty line is a determining factor in the vice. In Kenya’s agricultural economy, substantiation of the influence of poverty on child labour is regularly seen in arid and rural areas throughout the year as well as other regions in times of drought.

According to the World Bank, the relationship between the share of the agricultural sector in Kenya’s GDP and the incidence of child labour has long been considered to be significantly positive (Fares & Raju, 2011). Considering that Kenya’s economy is largely driven by agriculture, 4.3% of the entire children population has been reported by the ILO to be involved in various forms of agricultural labour. The figure may not be alarmingly high, but the fact that most families have a tendency of not disclosing the true information as to whether or not their children are subjected to child labour must be taken into account. This tendency largely contributes to the rationale of this project because it directly impacts on the statistics of reported child labour and can further be supported by the reported absenteeism from school in agriculturally active counties in the country especially during planting and harvesting seasons. Empirical results from recent studies by the World Bank in conjunction with UNICEF suggest that policies must be developed in Kenya to isolate children from agricultural activities as a means of supplementing family income and widespread reporting of the practice is one of the recommended policy changes (Fares & Raju, 2011).
2.4 Theoretical Framework

According to Mutai (2000), a theory facilitates analysis of complex phenomenon and provides a basis for predicting what might occur. The Oxford Advanced dictionary (1990) defines theory as a set of reasoned ideas extended to explain facts or events. The theories of mass communication that shall be used in the explanation include: the Agenda Setting Theory, the Gate Keeping Theory, Marxist/Neo-Marxist Approach, the Hypodermic Needle Theory and the Content and Communication Theory.

2.4.1 Agenda Setting Theory

This theory was developed from the works of McCombs and Shaw. It propagates the notion that “those who control the news media make decision about what should be reported to the public, and this becomes the agenda of the media at any given time” (Defleur, 1988). Proponents of the theory argue that the press tell people what they should think they should know and what issues are important enough to require their decisions.

McQual (1987, p. 280), defines agenda-setting as the process through which media conveys an impression about priorities and directions, thus drawing attention selectively on issues and problems. The theory implies that by constantly highlighting a certain issue, the media makes the public focus on it. It is a widely known fact that the media in Africa is elitist. Hatchen (1974, p. 93) says that the few Africans who are consumers of mass communications are the fraction that is shaping Africa’s destiny. Agreeing with the same version is Kunczik (1992, p. 30) who states that mass media in developing countries is predominantly oriented to an urban elite and largely ignores the rural regions.
Mutere (1998, p. 99) describes the colonial legacy, which he says has led to elitism as one of the major weaknesses of the country’s mass communication structures. This elitism is seen by the virtue that most of the media entities are owned by the elites who have an influence on what is to be disseminated to the public. The scenario leads to the conclusion that it is the elite who in the end set the agenda for the public. They are the ones who decide for us what is important enough to capture our attention.

Lang and Lang (1983) expounded the agenda setting theory into six key steps:

1. The press highlights some events or activities and makes them stand out;
2. Different kinds of issues require different kinds and amounts of news coverage to gain attention
3. The events and activities in the focus of attention must be ‘framed’, or given a field of meaning within which they can be understood
4. The language used by the media can affect perception of the importance of an issue
5. The media links the activities or events that have become the focus of attention to secondary symbols whose location on the political landscape is easily recognized
6. Agenda building is accelerated when well-known and credible individuals begin to speak out an issue

In the case of child labour it is what the elite want the masses to know that will be covered by the media. It is what this group sees as important that will be highlighted by the media. From the media reports, we can decide how serious the cases of child labour are and how we can protect the scenario from occurring again.
This study utilizes the agenda setting theory that provides a basis for determining how newspapers have been assigning relative importance to child labour issues through framing and frequency, the prominence given to child labour issues and the effect of their coverage in protecting children from child labour and any other form of abuse or violation of their rights.

2.4.2 Gate Keeping Theory

The concept was coined by Kurt Lewin in the 1940s. The term describes the process through which the “gatekeeper” determines the relevance of a story versus another. According to Heibert, Ungurait and Bohn (1974), a gatekeeper uses his judgement to decide which news items are the most significant. He or she, then gives emphasis to those that are important and deletes those that have little news value.

Various factors influence the selection and treatment of news. These include, economics, that is, profit loss structure of media, regulations set by governments, deadlines, personal and professional ethics, among others. By the time child labour or related cases are covered in the media, the gatekeeper who could be the editor or even owner has decided what it is the public should know and what it should not know. This could be detrimental if the gatekeeper conveniently keeps out or deletes crucial information that could lead to misinformation of the whole issue.

2.4.3 Marxist / Neo-Marxist Approach

The Marxist theory stipulates a critical tradition of the independence of the mass media in the capitalist liberal democracy. Classical Marxism theories proposed an opposition between the superstructure (culture, law, religion, and family) and the
economic base or the dominant economic class. According the Marx, the proponent of
the theory, ideas of the ruling class in any democracy are the dominant intellectual
force (T.B. Bottomore and Maximilien Rubel, ed., Karl Marx, Selected Writings in
Sociology and Social Philosophy, 1961, pp 90-93.). This proposition gives insight
into the political economy of the media that stresses the concentration of ownership,
conglomeration, and media imperialism among the political class dominants. This
political economy is dominated by the interests of corporations, the commercial press,
and broadcasting outfits that serve the powerful in the society.

The printing press in Kenya is no exception. Often it finds itself in the political realm,
under criticism and influence by corporate interests of powerful individuals. So long
as their vested interests are served, law makers and economic powerhouses in Kenya
have no problem with the media. Among these interests, the needs of society and
issues like child abuse and labour don’t matter and therefore don’t get representation
in the dailies. The owners of the Kenyan media houses also articulate their profit
interests in the newspapers. They have to sell stories that matter to the majority of the
citizens, and most certainly, politics and gossip are making the headlines now more
than ever before.

2.4.4 The Hypodermic Needle Theory

This theory portrays the media as a direct tool of influence on the passive population,
thereby motivating behavior change and subconscious behavior patterns. This theory
stipulates that behavior of the major part of the population can be manipulated and
changed. The mass media can influence people directly and uniformly by injecting
them with appropriate powerful triggers that symbolize a direct flow of information
from the sender to the receiver. There is no escape from the effect of the media message in this theory. A similar theory that describes the same is the social action bullet theory that suggests that the message is a bullet fired from the media gun into the viewer’s head.

These two theories portray the effect of the media on the general population. In the Kenyan context, the media has published very few stories about children in the dailies. For most of the year, the headlines that make it to the Daily Nation and the Standard newspapers influence a political minded population which feeds on the political affluence of the law makers in parliament. If stories about the affliction of our children were published all year in the newspapers, then maybe more people would pay attention to the stigma that encompasses these children. Eventually, there would be more active child labour activists and foundations that advocate for the rights of children, more so in the Kenyan society.

2.4.5 Content and Communication Theory

Most communication researchers focus on the TV as the main source of media content when categorizing media content effects. However, their focus should also be primed on the number of newspapers read, journals and magazines. This theory draws various conclusions on categorizing media content. It categorizes content based on audience appeal (low/highbrow), particular effects (prosocial/antisocial), medium used (radio /TV/ newspapers), or sexual content, among a few other categories.

Shoemaker and Reese (1991) identify functions that the communication serves in society, based on the categorization used. It should provide surveillance of the
environment, correlate parts of the society in responding to the environment, and transmit social heritage from one generation to another.

Surveillance – For issues relating to child labour and abuse of child rights, communication serves the purpose of providing warning about imminent threats and dangers of neglecting the child.

Correlation – editorial and propaganda activity should be aimed at producing appropriate responses to child labour issues identified through surveillance. Correlative content is aimed at persuading a general response to prevalent issues.

Transmission – all forms of content transmit the perceived societal view of issues related to child labour and abuse. Surveillance, correlation and entertainment content collaborate to transmit different lessons to the members of the community.

Entertainment – normally, the perception of entertainment revolves around immediate relaxation, gratification, and respite for the consumer. However, entertainment is a great way to shed light on the issues that affect the society, such as child abuse and labour. Even though entertainment is not designed to convey real life events, it depicts the fabric of society and issues that eat up the community, therefore prompting reaction on these issues.
CHAPTER THREE: METHODOLOGY

3.0 Introduction

This chapter presents the research methodologies which were employed in the study. It includes the limitations of the study, as well as the ethical issues which were given due consideration. Comparative content analysis was used to describe and analyze the two newspapers reporting and priming of child labour stories. This chapter also describes the various criteria and techniques used in collecting and analyzing data for the study. Based on the aim of this research, which is to examine how child labour issues were primed and reported by The Daily Nation and The Standard newspapers, the nature of the research falls under the qualitative method.

This chapter discusses the research design, the population of the study; the sample selection; methods of data collection; data collection procedure; data processing and analysis; limitations of the study and the ethical considerations. Other possible angles to approach this study could have been based on media responsibility, especially media-corporate relations or the ability of the media to influence other actors to uphold certain kinds of children issues, the study of all types of media or the reception of media programmes by the society or to see if a particular media programmes actually changed discussion on media’s perception of child labour.

3.1 Research Design

This was a comparative content analysis of The Daily Nation and The Standard newspapers publications between October 2014 and March 2015 on child labour issues. The first step was to take a sample of the content source, which in this case involved The Daily Nation and The Standard newspapers. The two were chosen because they are among the leading Kenyan newspapers with a nationwide circulation and readership. The
two newspapers also fit the study objectives because of their wider content on topical issues and wider coverage.

3.2 Population of the study
This study focused on The Nation and The Standard newspapers which are published in Kenya by The Nation Media Group and The Standard Group respectively.

3.3 Sample Selection
The comparative content analysis examined copies of the newspapers produced from October 2014 to March 2015. This was purposive as this is a holiday season in Kenya and children are at home and likely to be exposed to child labour practices.

3.4 Methods of Data Collection
The study used content analysis to collect data. This method was used because it has no effect on what was being studied which might distort the data collected. It was also most suitable to answer the research question on newspaper priming and reporting of child labour issues. The unit of analysis was newspaper articles on child labour issues covered during the period of October 2014 to March 2015.

3.5 Data Collection Procedure
The data collected through content analysis and the process involved counting of the frequency of published child labour stories by month, frequency of distribution of child labour stories, the percentage of frequency distribution of child labour stories per newspaper, space allocated by each newspaper, prominence and the type of child labour stories covered.
3.6 Data Processing and Analysis

Data collected through content analysis was analyzed to examining how child labour issues were primed and reported by The Daily Nation and The Standard newspapers. Findings were presented as frequencies and percentages.

3.7 Limitations of the Study

The study was limited to recorded communication and since the information was already recorded it was difficult to ascertain the validity of the data.

3.8 Ethical Considerations

These involve ethical issues associated with the research to avoid causing social, financial or psychological harm to the researcher, the population of study and the relevant institutions. This study did not aim to create any harm but to contribute to an already existing body of knowledge on media coverage on child issues with a special focus on child labour stories.
CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.0 Introduction

This chapter describes the findings and analysis from the comparative content analysis of the two newspapers priming and reporting of child labour issues. This was done based on the main objective of the study and the relevant literature reviewed.

This study aims to highlight the frequency of reporting and prominence of child labour issues by The Daily Nation and The Standard newspapers coverage from October 2014 to March 2015 respectively. The findings are represented in tables and graphs and discussed in percentages and volume in cm$^2$.

4.1 Coverage of Child Labour Issues by the selected newspapers

Table 1: Frequency of Articles in the Daily Nation and the Standard by Month

<table>
<thead>
<tr>
<th>Month</th>
<th>Newspaper</th>
<th>Frequency</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(f)</td>
<td>(%)</td>
</tr>
<tr>
<td>Daily Nation</td>
<td>Standard</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>12</td>
<td>17</td>
<td>29</td>
</tr>
<tr>
<td>November</td>
<td>6</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>December</td>
<td>5</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>January</td>
<td>3</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>February</td>
<td>4</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>March</td>
<td>8</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>TOTAL</td>
<td>38</td>
<td>47</td>
<td>85</td>
</tr>
</tbody>
</table>

Table 1 above shows the frequency of newspaper articles on child labour during the period under review. In total there were 85 child labour stories carried by both Daily Nation and The Standard. The highest number of articles was in October 2014 and the
lowest in February 2015. The increased coverage in October can be attributed to October being dedicated to celebrating the girl child and promotion of their rights. From the table above, The Standard had more stories than The Daily Nation during the period under review with an exception in the month of March 2015.

**Figure 1: Coverage of Child Labour in the newspapers**

Figure 1 above shows the coverage in percentage given to child labour issues by the two newspapers between October 2014 and March 2015. The Standard had 47% and The Daily Nation had 38% coverage of child labour issues.

### 4.2 Space Allocation in the newspapers

<table>
<thead>
<tr>
<th>Month</th>
<th>The Daily Nation</th>
<th>The Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency (cm²)</td>
<td>Frequency (%)</td>
</tr>
<tr>
<td>October</td>
<td>3142</td>
<td>30</td>
</tr>
<tr>
<td>November</td>
<td>1743</td>
<td>17</td>
</tr>
<tr>
<td>December</td>
<td>213</td>
<td>2</td>
</tr>
<tr>
<td>January</td>
<td>1116</td>
<td>11</td>
</tr>
<tr>
<td>February</td>
<td>1875</td>
<td>18</td>
</tr>
<tr>
<td>March</td>
<td>2242</td>
<td>22</td>
</tr>
<tr>
<td>TOTAL</td>
<td>10,331</td>
<td>100</td>
</tr>
</tbody>
</table>
Table 2 above indicates the space allocated to child labour issues in the two newspapers during the period under review. The total space allocated by The Daily Nation is 10,331 cm² while The Standard allocated 17,536 cm². As noted earlier, October still has the highest allocation of space with the Daily Nation at 30% and The Standard at 58% respectively. The Standard newspaper allocated more space in the months of October (58%) and December 18% while The Daily Nation covered more stories than The Standard in November 17%, January 11%, February 18% and March 22% respectively.

4.3 Prominence of the Newspaper Articles

Table 3: Distribution and Prominence of newspaper articles

<table>
<thead>
<tr>
<th>Prominence</th>
<th>The Daily Nation</th>
<th>The Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial Lead</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Back page Lead</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Editorial</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>Other Page Lead</td>
<td>11</td>
<td>18</td>
</tr>
<tr>
<td>Other Page Placement</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>TOTAL</td>
<td>38</td>
<td>47</td>
</tr>
</tbody>
</table>

Table 3 above shows that The Standard had a total of 47 news articles on child labour issues while The Daily Nation had a total of 38 news articles. Both newspapers had 1 editorial lead while none had a back page lead. Most articles were concentrated on the editorial, other page lead and other page placements in both newspapers.

The Daily Nation editorial lead was on the front page of the October 2014 edition and was promoting the Standard Chartered Marathon that was championing for children health. The news article had an advertisement with children at the bottom. On the
other hand, The Standard editorial lead was on the front page of the December 2014 edition that focused on the rate children are missing school despite the Free Primary Education Programme in Turkana and Marsabit counties.

4.4 Sources of the Newspapers’ Articles

<table>
<thead>
<tr>
<th>Source</th>
<th>Daily Nation</th>
<th>The Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Frequency (%)</td>
</tr>
<tr>
<td>Government</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>NGOs</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Readers</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Advertiser</td>
<td>15</td>
<td>23</td>
</tr>
<tr>
<td>Media House</td>
<td>18</td>
<td>45</td>
</tr>
<tr>
<td>TOTAL</td>
<td>40</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 4 above shows the main sources of the sources of child labour articles covered in the two newspapers during the period under review. The government had the lowest articles on child labour at 3% in The Daily Nation and at 2% in The Standard newspapers respectively. The respective media house namely the Nation Media Group and the Standard Group had the highest sources of articles on child labour at 45% and 69% respectively. The Non-Governmental Organizations (NGOs) had informative news articles on child labour issues in both newspapers at 10% and 8% in The Standard and The Daily Nation respectively.
4.5 Type of Article

Table 5: Distribution of Type of Article in the newspapers

<table>
<thead>
<tr>
<th>Type of Article</th>
<th>Daily Nation</th>
<th>The Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commentaries</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Editorials</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Features</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Letters to the Editor</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Photos</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Opinions</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>Advertisements</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>TOTAL</td>
<td>38</td>
<td>47</td>
</tr>
</tbody>
</table>

Table 5 above shows the distribution of the type of articles in the two newspapers during the period under review. The Standard had more commentaries, features, letters to the editor, and photos than The Daily Nation that had more advertisements. Both newspapers had equal editorials on child labour issues under review.

4.6 Type of Story

Table 6: Distribution of Type of Child Labour Story

<table>
<thead>
<tr>
<th>Type of Story</th>
<th>Daily Nation</th>
<th>The Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kidnap for Ransom</td>
<td>13</td>
<td>23</td>
</tr>
<tr>
<td>Working in Farms</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Working for Family</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>TOTAL</td>
<td>38</td>
<td>47</td>
</tr>
</tbody>
</table>

Table 6 above shows the distribution of the type of story in the two newspapers during the period under review. The Standard reported more cases where children were being used to siphon money for the abductors from parents or guardians through kidnaps than The Daily Nation.
Cases reported on children working for families was majorly in the pastoral areas.

Similarly, the stories also included cases where the female children were denied rights of attending school and were married off to start working in their new families.
CHAPTER FIVE: SUMMARY OF FINDINGS, DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter discusses the summary of findings, provides a comparison and contrast of other studies on child labour issues, and provides a conclusion and recommendations.

5.1 Summary of Findings

This study was conducted to examine how child labour issues were primed and reported by the Daily Nation and The Standard newspapers during the period of October 2014 to March 2015. From the comparative content analysis, a total of 85 news articles were primed and reported with The Standard newspaper having a higher coverage of child labour issues at 47 news articles compared to The Daily Nation at 38 news articles. The highest number of articles was in October 2014 and the lowest in February 2015. The increased coverage in October can be attributed to October being dedicated to celebrating the girl child and promotion of their rights.

In terms of space allocation to child labour issues in the two newspapers, The Standard allocated a total of 17,536cm² as compared to The Daily Nation that allocated a total of 10,331cm². The largest space was allocated in October 2014 by the two newspapers. The Standard had a total of 47 news articles on child labour issues while The Daily Nation had a total of 38 news articles. Both newspapers had 1
editorial lead while none had a back page lead. Most articles were concentrated on the editorial, other page lead and other page placements in both newspapers.

The Nation Media Group and the Standard Group had the highest sources of articles on child labour at 45% and 69% respectively while the Government had the least stories published in the two newspapers during the period under review. It was also evident that NGOs in collaboration with UNICEF played a great role in promoting awareness on child issues such as child labour and children drug and substance abuse.

5.2 Discussion of the Findings

Common trends emerged from the findings that advertisers were keen to use children to market their products and services especially in The Daily Nation, while in The Standard the NGOs utilised the space to create awareness on child issues not limited to child labour only. It is also worth noting that during the period under review, there was a significant number of reports on how children were being by unscrupulous individuals to extort money from their parents and guardians.

Cases of school dropouts especially among the female children in favour of early marriages were rampant among the pastoralist communities with children as young as 13 years being married off. According to Ortum (2013) child labour has occurred in our society in alarming magnitudes, yet only a few cases have been highlighted in the media especially the newspapers. The prominence accorded to child labour is quite low as realized in her study. This is also evident in this study as only a total of 85 stories were covered in both papers during the period under review. In her study and in this study The Standard newspaper had high coverage of issues on child labour.
She argues that the this low profile accorded to the problem of child labour by newspapers is worrying given the detrimental effect of child labour on education, health and wellbeing of children in this country. It is evident that the two newspapers have given child labour issues a low profile making it not one of their core agenda.

5.3 Conclusion

This study provided a comparative analysis of The Daily Nation and The Standard on reporting and priming of child labour issues. This was aimed at providing the frequency of media coverage on child labour, and in highlighting child labour issues that require immediate action by the relevant stakeholders. It is also significant to the Government Ministries or Departments and Non-Governmental Organizations that work closely with the children in advocating for their rights for it will enable them to have a clear niche of the reporting and priming of the child labour cases.

Due to inadequate capacity, limited resources, and time constraints, the focus of this study was confined to a period of six months during which a comparative evaluation of the Daily Nation and The standard newspapers’ coverage and placement of the cases of child labour was done. In addition, the study was limited to recorded communication and since the information was already recorded it was difficult to ascertain the validity of the data.

5.4 Recommendations

Media houses should be prepared to invest in children issue programmes and encourage their staff to get acquainted with the issues for them to effectively engage in child issues reporting. This can be achieved through weekly programmes or
features that promote and protect children from abuse and exploitation. The media should strive to implement Article 17 of the Convention on the Rights of the Child (1984) and ensure that children get information that is important to their health and wellbeing.

The Government and the society at large should protect children from work that is dangerous or might harm their health or their education. Development and implementation of policies that protect children such as the National Action Plan for the Elimination of Child Labour (2004 – 2015) that aims to eliminate worst forms of child labour, address the root cause and promotes the right to basic education for all. Other key policies include: Vision 2030: Second Medium Term Plan (2013 – 2017), The National Children Policy (2008) and the Kenya National Social Protection Policy (2011) amongst others.

The media should give prominence to reporting and priming of child issues such as child labour and as well as lobby for public support in curbing the menace of child labour which is manifested through work exploitation and less pay and early marriages amongst others.

5.5 Suggestions for further Research

Based on the findings of this study, there is need to conduct further studies to:

1. Examine the understanding of editors and journalists on the importance of child labour reporting;

2. Conduct public opinion polls on the newspaper coverage of child labour issues in the country.
REFERENCES


Standard, T. (1979, March 2). *Children used as cheap labour*.


APPENDIX I: CERTIFICATE OF FIELD WORK

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

REF: CERTIFICATE OF FIELD WORK

This is to certify that all corrections proposed at the Board of Examiners' meeting held on 10/4/15 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: KSO/70078/2013
Name: KAHIU CAROLINE WARITHIRA
Title: AN INVESTIGATION INTO THE EXTENT OF CHILD LABOUR

ISSUES CONTENT IN THE KENYAN MEDIA: A CASE STUDY OF THE DAILY NATION AND STANDARD NEWSPAPERS

SUPERVISOR
DR. HIGGINS
PROGRAMME COORDINATOR
DR. SAMUEL GING
DIRECTOR

SIGNATURE

07/09/15
DATE

SIGNATURE

16/11/2015
DATE

SIGNATURE/STAMP

16/11/2015
DATE
APPENDIX II: CERTIFICATE OF CORRECTIONS

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

REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 22/9/15 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: KSO170098I2013
Name: KahiU Caroline Waithira
Title: An Investigation into the Extent of Child Labour Issues Content in the Kenyan Media: A Case Study of the Daily Nation and Standard Newspapers

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DATE: 16/10/15
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