UNIVERSITY OF NAIROBI

PRINT REPORTING OF AGRICULTURE IN KENYA:
A CONTENT ANALYSIS OF SEEDS OF GOLD AND SMARTHARVEST MAGAZINES

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DATE OF SUBMISSION: OCTOBER 2016
DECLARATION AND RECOMMENDATION

This study is my original work and has not been submitted for award in any learning institution to the best of my knowledge.

Ezekiel Morara Nyatogo

REG NO.: K50/73927/2014

Sign ........................................ Date .........................................................

Supervisor:

I confirm that this study has my approval to be presented for examination as per the University of Nairobi regulations.

Dr. Samuel Siringi

University of Nairobi

Sign ........................................ Date .........................................................
DEDICATION

I dedicate this work to my wife Mercy who has been a source of strength for me when faced with life's challenges. To my children Joy and Faith who have brought happiness to our lives.
ACKNOWLEDGEMENT

I wish to acknowledge Dr Samuel Siringi who has tirelessly guided me during the proposal writing process and whose admirable knowledge in research has helped me to do the project from the concept note to this final project report smoothly. I also, thank the Editor of *Nation*, weekend editions, Mr. Julius Sigei for his insightful contributions that made the research a success. Finally, thanks are due to the Revise Editor, *Standard*, for supporting the project at the research phase.
# TABLE OF CONTENTS

DECLARATION AND RECOMMENDATION .............................................................. ii
DEDICATION........................................................................................................... iii
ACKNOWLEDGEMENT ............................................................................................ iv
LIST OF TABLES .................................................................................................... viii
LIST OF FIGURES ................................................................................................... ix
ABSTRACT ................................................................................................................ x

CHAPTER ONE: INTRODUCTION AND BACKGROUND TO THE STUDY ........... 1
  1.0 Overview .......................................................................................................... 1
  1.1 Background to Study ....................................................................................... 1
  1.2 Statement of the Problem ................................................................................ 4
  1.3.1 Main Objective ............................................................................................ 6
        1.3.2 Specific Objectives .................................................................................. 6
        1.3.3 Research Questions .................................................................................. 7
  1.4 Rationale ........................................................................................................... 7
  1.5 Justification ...................................................................................................... 7
  1.6 Scope and Limitations ..................................................................................... 8
  1.7 Definition of Key Terms .................................................................................. 9

CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL FRAMEWORK . 10
  2.0 Overview .......................................................................................................... 10
  2.1 The Place of Agriculture in the Kenyan Economy ........................................... 10
  2.2 Role of Print Media in Agricultural Communication ..................................... 13
  2.3 Agriculture in the Context of Vision 2030 ....................................................... 15
  2.4 Theoretical Framework .................................................................................... 16
5.3 Policy Implications................................................................................................................. 45
5.4 Recommendations ...................................................................................................................... 46
5.5 Conclusion................................................................................................................................. 47

REFERENCES................................................................................................................................................................. 48

APPENDIX A: Certificate of Field Work
APPENDIX B: Coding Schedule
APPENDIX C: Certificate of Corrections
APPENDIX D: Interview Schedule
APPENDIX E: Declaration of Originality Form and Plagiarism Report
LIST OF TABLES

Table 3.1: Research sample ............................................................................................................ 25

Table 4.1: Frequency coverage of *Smart Harvest* narratives ...................................................... 32

Table 4.2: Frequency coverage of *Seeds of Gold* stories ............................................................. 33

Table 4.3: Volume of space allocated to *Smart Harvest* stories .................................................. 40

Table 4.4 Volume of space allocated to *Seeds of Gold* stories ..................................................... 41
LIST OF FIGURES

Figure 4.1: Percentage Frequencies of Smart Harvest magazine stories.................. 33
Figure 4.2: Percentage Frequencies of Seeds of Gold magazine stories.................. 34
Figure 4.3: Comparative Frequencies of Seeds of Gold and Smart Harvest .............. 35
Figure 4.4: Comparative placements of stories between Smart Harvest and Seeds of Gold .................................................................................................................. 38
Figure 4.5: Percentage volume of Smart Harvest stories ...................................... 40
Figure 4.6: Percentage volume of Seeds of Gold stories ...................................... 41
Figure 4.7: Comparative percentage volumes of Seeds of Gold and Smart Harvest .... 42
ABSTRACT

Kenya has put a lot of emphasis on agriculture as a sector that not only stimulates economic growth but also hugely contributes to job creation. According to Kenya’s Vision 2030, agriculture has been identified as one of the sectors under the economic pillar that can support the anticipated annual economic growth rate of 10%. Using a comparative content analysis methodology, the study aimed at investigating how mainstream print media cover agriculture in Kenya. The aim of the study was to investigate how agricultural magazines published by Nation and Standard dailies cover agriculture. The study’s objectives were to study the trends in coverage of various agricultural subsectors, prominence accorded to various subsectors and frequency with which various narratives are covered. The study had a population of approximately two hundred and twenty four agricultural stories published by both Seeds of Gold and Smart Harvest between January 2016 and April 2016. Using both cluster and systematic sampling, a sample population of fifty six stories both from the Nation’s Seeds of Gold and Standard’s Smart Harvest was used to carry out the investigation. The study was guided by the theories of Agenda Setting and Knowledge Gaps Hypothesis and used mixed method approach to gather its data. In terms of frequency it was found that both magazines covered Dairy Farming more frequently than the other subsectors. Concerning prominence, it was found out that most of the stories are placed inside pages and that Dairy Farming and Horticulture were accorded more Editorial space than the other subsectors by both magazines. The study reveals that the two magazines are in the right track of setting the agricultural agenda in the country by according various subsectors the amount of coverage that they deserve. This trend is especially important as it contributes hugely to the country’s aim of achieving her Vision 2030 of having agriculture among those sectors that will play a key role in achieving this Vision. The study’s major recommendation is that stories on Climate Adaptations Strategies should be given the prominence and frequency they deserve so that farmers are sufficiently prepared to change their practices during this time of climate change.
CHAPTER ONE
INTRODUCTION

1.0 Overview
This chapter gives details of the background to the study, the statement of the problem and the objective of the study. The chapter also highlights the specific objectives of the study, the study’s justifications and scope and limitations to the study. Finally, the chapter highlights key terms used in the study and explains their operational meaning within the context of the current study.

1.1 Background
The Government of Kenya, through its agricultural Sector Development Strategy (ASADS) acknowledges that agriculture is the backbone of the Kenyan economy contributing to 26% of National GDP and accounting to 65% of Kenyans exports (Government of Kenya, 2010). The sector is also so crucial to the economy because it supports 80% of the Kenyan rural population (MOLD, 2010).

The government of Kenya has articulated a new blueprint known as Vision 2030 (Soft Kenya, 2013) whose aim is to transform Kenya into a newly industrializing middle country by the year 2030. Vision 2030 captures the aspirations of Kenyans of being a middle income country with high levels of prosperity and high quality of life. Within the Vision, the role of agriculture is to be “innovative, commercially oriented and modern farm and livestock sector”. The sectors target is to stimulate 80-90 Billion GDP.
Towards this end, the government of Kenya has formulated various policies and strategies meant to position the sector strategically toward attaining the goals of Vision 2030. For example, the Government has come up with Agricultural Sector Development Strategy (2010), national Agribusiness Strategy (2012), National Food and Nutrition Policy and the National Seeds Industry (AlilaO. P., and Atieno R. 2006). Scanning through these policies and strategies, it can be noted that here is a notable paradigmatic shift from the policies of 1990s which pursued goals of food sufficiency to present goals of wealth and employment creation (MOLD, 2010).

While the government has come up with these elaborate policies and strategies meant to position agricultural sector to play a key role in attaining Vision 2030, it is however noted with a lot of concern that there is no communication strategy meant to inform farmers about good agricultural practices, management of agricultural enterprises, and how they should respond to the phenomenon of climate change. Indeed as noted by Padre et al (2003), agriculture has become information sensitive and efforts to develop the sector must factor in information provision as one of the ingredients.

In order for the government and other stakeholders to fill this gap there is need and use to explore other communication channels to reach the farmer in good time with agricultural information. As far as this task of disseminating agricultural information is concerned, the mass communication channels are important in disseminating of innovations, diffusion of innovation and have a big role in national development. In fact one of the uses of mass media as observed by Gurevitch and Katz et al in Tan (1980) is to satisfy
cognitive needs. This entails strengthening of information, knowledge and understanding our environment.

An important feature of the mass communication channels is their ability to set the agenda. The idea of agenda setting implies the prominence and salience that is given to certain issues and personages when media do their reporting (McQuail D. 2005). Due to this capacity of the media, the various stakeholders of agriculture can use it to set their agenda. Kenyan mass media arena comprises by both electronic and print media. There is also the new interactive social media comprising of Internet, Twitter and Facebook.

All these communicate channel disseminate agricultural information but this study will focus on the print media specifically, The Standard and The Nation newspapers because they have weekly pullouts covering agricultural information. The pullout for the Saturday Nation is called Seeds of Gold while that of Saturday Standard is called Smart Harvest. The aim of this investigation is to carry out a comparative content analysis of agricultural information covered by these pullouts to ascertain whether their coverage supports the agricultural aims of Vision 2030 whose goals is to make agriculture innovative, commercially oriented and create wealth and employment (Government of Kenya, 2010).

Though the newspapers tend to reach the elitists and educated audiences, they have the advantage of being permanent, carry a lot of information and often are more authentic and authoritative than the rest of the media (Kamau, 2012, Moemeka, 1990). Additionally, newspapers can be stored for future reference, and can be relied upon to give up-to-date information that can be used to make important agricultural decisions.
Because the idea of agricultural information pullout is a recent phenomenon in the print media industry in the country there is need to carry out an investigation to establish the types agricultural information covered, their authenticity, prominence given to each type of the agricultural information and the frequency with which the various types of agricultural information are given.

1.2 Statement of the problem

The main stream print media in most of the developing world have been implicated in not giving agricultural sector the coverage it deserves. Nora Quebral (1971) notes that newspapers in most of the developing world have a tendency of dwelling on irrelevant issues rather than focusing on development agenda. He says, “Our newspapers, for one thing, will continue to have compartmentalized inside pages on advances in the world of agriculture, business, science and progress while reserving the front pages for the foot-in-mouth clichés of politicians on the latest shootout in Makati.” This argument is buttressed by Onyango (2010) who observes that the media in Africa is utilized more for its entertainment value than its ability to inform or teach people on how to improve their living standards. He further contends that most of the mainstream media, which are dominant in Africa, hardly contain the so-called development programs. This sad state of affairs is compared to the Western media that form an integral part in social-economic development.

In spite of agriculture occupying a central position in most of the developing world, it is not accorded the importance it deserves by most of the mainstream media in most of these countries. A content analysis done by Cordero in Costa Rica, which is
predominantly an agricultural country, revealed that the dailies assign minimal importance to the sector (Betran, 1974). His study found that categories of agriculture, animal husbandry, rural development, land reform, and agricultural economy occupied intermediate and low places on the scale. The study further revealed that the lowest categories were conservation of natural resources and reforestation while the first category occupying most of the space in the farm supplements was commercial farm advertising.

Dailies in Kenya have also been content analyzed and the same trend as that of Costa Rica of allocating minimal importance to the sector has been noted. Kamau (2012), did a comparative content analysis for the Nation and Standard dailies investigating categories of agro-information, frequency of coverage, size and placement of the information. The study found out that virtually all the categories were in the middle (95%). The categories investigated were like editorials, features, letters to editor and advertisements.

In some developing countries, the coverage of agriculture in mainstream media tends to exclude the rural peasants. Gutierrez-Sanchez in Batran (1974) did a content analysis for five Bogota dailies and sampled materials from national weekly rural newspapers. Measuring volume for the categories, he found that the dailies gave priority to meetings and organizational activities to large scale farmers. The weekly on the other hand gave most emphasis to public programs to aid agriculture. News of rural education needs and other peasant community programs were ranked lowest both by the dailies and the weekly.
In Kenya however, in spite of the foregoing grim picture painted by dailies in their coverage of agriculture in most of the developing world, two mainstream dailies have started covering agriculture through pullouts. These pullouts published by the Nation and the Standard offer agribusiness information weekly on Saturday. Coming against the backdrop of the government pursuing vision 2030 which carries the aspirations of Kenyans becoming a middle income country by the year 2030, these pullouts cover various enterprises in agriculture and give information on how to improve productivity. Due to the fact that agricultural information pullout is a new phenomenon in the country, inadequate studies have been conducted to investigate how they cover agriculture. Due to this inadequacy in research, it is not understood whether these publications cover various agricultural enterprises well in order for the farmers and other stakeholders use the information to make important decisions on how they do agriculture. This study therefore intends to fill this gap by investigating the types of agricultural information covered by these pullouts, the frequency with which various types are covered, the prominence given to various types and the sources of information for these publications.

1.3.1 Main Objective

The main objective of this study was to mount a comparative content analysis for both the standard and The Nation Newspapers to determine how the two dailies cover agriculture through their weekly magazines known as Seeds of Gold and Smart Harvest.

1.3.2 Specific Objectives

1. To investigate trends of newspaper coverage of various agricultural subsectors in Seeds of Gold and Smart Harvest.
2. To find out the frequency with which key narratives are covered by the two pull outs.
3. To analyze the prominence given to the various subsectors in newspaper pullouts.

1.3.3 Research Questions

1. What are the trends in covering agriculture in *Seeds of Gold* and *Smart Harvest* pull outs?
2. How frequent are the key narratives covered by these publications?
3. What prominence is given to various subsectors in the newspaper pull outs?

1.4 Rationale

This study is crucial because its findings will enable the editors of the pullouts under investigation to establish whether the information covered is of the right quality and quantity to enable stakeholders in agricultural sector make important decisions concerning their various agricultural enterprises. The investigation will also enable the same editors assess the amount of support they accord the country in its mission of attaining goals of Vision 2030 through their agricultural coverage.

1.5 Justification

Newspaper coverage of agriculture through pullouts is a recent phenomenon in our country and therefore inadequate research has been done to establish the types, quantity and quality of information delivered through these media. This study therefore, was meant to do a comparative content analysis for both *Seeds of Gold* and *Smart Harvest* magazines with a view to enable the editors of these magazines establish whether they were in the right track in covering agriculture and discover areas that needed improvement in their coverage.
1.6 Scope and Limitations

Scope entails narrowing down the study to fit within certain boundaries. It has to do with what the study can do and what it may not do. As explained below the study will have various scope areas: Geographically, the study was mainly carried in Kenya. This means that the findings of the study may not be generalized to be applied elsewhere in the rest of the globe as newspapers elsewhere may cover agriculture differently from the Way Kenyan newspapers do it.

The study employed case study method using the methodology of content analysis. Content analysis method has various weaknesses that can potentially threaten internal validity of the study. For instance the construction of a category before applying it tends to impose meaning to the system rather than discovering it in the system. Another weakness is that many category systems are distorting and may lead to the creation of meaning divergent from the original text. To offset these potential weaknesses, the investigator thoroughly read the pullouts to acquaint himself with what they were communicating before constructing the content categories.

The study content analyzed both Seeds of Gold and Smart Harvest magazines between the first week of January 2016 and the last week of April 2016. This meant that editions published outside the period under review were not considered for this study. The main reason of focusing on the publications within the stated period was because unlike Seeds of Gold which had been in circulation for some time, its counterpart Smart Harvest was launched recently and the study could only carry out an objective comparative analyzes
on the magazines when both of them were in circulation for a reasonable period of time to obtain objective findings.

Finally, the study only used the Theories of Framing and Agenda Setting. This meant that the study only investigated elements related to these theories thus leaving out other theories that might be relevant to the study but whose elements may not be directly applied to this particular study. A good example of a theory that may be relevant to this study but may not be used is Gate Keeping.

Regarding limitations, it was anticipated that some publications of the Newspapers that would be used for the study may not be found in the library due to borrowing or misplacement. Secondly, it was anticipated that some publications may not have the magazines as some library users might have removed them. Finally, due to lack of withdrawal skills, it was anticipated that publications that are crucial to this study might not be accessed.

1.7 Definition of key Terms

**Frequency:** Within this study, frequency referred to the number of times an agricultural story covering a specific subsector was published within the period under review.

**Pullouts:** Under this study, pull out meant *Smart Harvest* and *Seeds of Gold* magazines that covered agribusiness information.

**Prominence:** This term referred to the amount of space accorded to a specific agricultural story and its location in these magazines.
CHAPTER TWO
LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 Overview

This chapter reviews the place of agriculture in the Kenyan economy, the role of the print media in agricultural communication, it discusses agriculture sector in the context of Kenya’s vision 2030 and discusses the theoretical framework that the investigation will adopt. It specifically discusses mediated theories of Agenda Setting, framing, Knowledge Gaps Hypothesize and Diffusion of Information.

2.1 The Place of Agriculture in the Kenyan Economy

Agriculture remains one of the key sectors of the Kenyan economy and largely contributes to cross domestic product (GDP). In 2014 for example, agriculture was the leading contributor to GDP at 27.3 per cent followed by manufacturing at 10 per cent (Republic of Kenya, 2015).
The sector has various subsectors such as industrial crops, livestock, fisheries, horticulture and food crops. Various subsectors contribute differently to Agricultural Domestic Gross Product (AgGDP). In this regard, the industrial crops contributed 17 per cent of the AgGDP, Horticulture 33 per cent and food crops 32 per cent (Government of Kenya, 2010).

In spite of the sector’s importance to the economy it is sensitive to various shocks. According to Economic Review of agriculture report (Government of Kenya, 2015), agriculture recorded a negative growth in 2014 at 3.5 per cent compared to 5.2 registered in 2013, the negative performance was largely attributable to erratic weather conditions experienced in 2014. As the country grapples with the phenomena of climate change, agriculture production is negatively affected and part of the population faces starvation. This reduction in agriculture also affects the country overall GDP as agriculture contributes largely to GDP.

To elevate agriculture to its rightful position and enable it play a leading role in economic improvement, the Government of Kenya has formulated various policies on agriculture. Key among these include, Kenya National Dairy Master Plan (Republic of Kenya, 2010), Agricultural Sector Development strategy 2010-2020 (Government of Kenya, 2010), and Vision 2030. Vision 2030 (Government of Kenya, 2010) is particularly important because it has identified agriculture as one of the key sectors to deliver the 10 per cent arrival economic growth rate which is articulated under the economic pillar.

In order for agriculture to achieve the vision of Kenya being globally competitive and prosperous country, agriculture needs to undergo a major transformation. The
smallholder farmers dominating the sector have to transform from subsistent farming to agribusiness farming and be innovative (Government of Kenya, 2010).

In order for the country to achieve its agricultural transformative agenda, farmers must be informed of the best agricultural practices, information technology solutions, agricultural mechanization and other important issues affecting their enterprises. But in spite of the fact that information occupies important space in this transformative agenda, it is worrying that most of the government’s agricultural policies have not factored in the essence and importance of a communication strategy. Due to this lacuna, the mass media channels can fill this gap by providing agricultural information to farmers. As noted by Tan (1984), ‘the mass media are no longer seen as “mobility multipliers but simply as carriers of information and as tools for education”. Additionally, Tan argues that ‘instead of changing the underlying value system, the media are to be used to relay new information that could help members of the community increase production and attain goals that they set themselves”. This observation stresses the need for mass media channels to be in the forefront in delivering development information particularly in the field of agriculture.

The media in Less Developed Countries however, are notorious in dwelling on irrelevant issues and are utilized more for their entertainment value than the ability to inform or teach people on how to improve their living standards (Quebral, 1971 and Onyango, 2010). But in spite of these negative views about the media, in Kenya there is a new dawn whereby mainstream print media are reporting agriculture in magazines published weekly on Saturdays. This special coverage of agriculture shows that the media have recognized this sector as a key to Kenyan prosperity especially within the framework of
Vision 2030. The special reportage of agriculture also implies that the media want to actively participate in development communication to enable the county achieve its Vision 2030.

2.2 Role of Print Media in Agricultural Communication

The famous Brazilian educationist, Paulo Freire, claims in his internationally acclaimed essay entitled *Pedagogy of oppressed* (Freire, 1994) that the mass media channels help in propagating the norms, tastes and preferences of the oligarchic minority and hence they are vertical and alienating tools responsible for helping subjugation of the oppressed. The same sentiment is echoed by the “Frankfurt school” scholars represented by Theodor Adorno, Max Horkheimer and Herbert Marcuse who accuse mass media channels of dulling sensitivity to repression (Griffins, 2000). However, in spite of those negative views leveled against mass media channels by the said scholars, they are very important tools of reaching diverse and big audiences with various messages. The mass media particularly are well placed to accelerate development if messages are well tailored and targeted to various members of the audience. The aforementioned critics are only attacking oppressive media content that is transmitted through the media by authoritarian regimes. As observed by Schramm (1994), the mass media channels can perform various roles like teaching and are supportive in decision-making in the context of development. Print media, which are regarded as elitist and only accessible to the literate members can aid community educators especially the agricultural extension workers to acquire latest information which they can in turn share with the communities which they support. The same workers can also access new and latest information in their various fields of specialization hence upgrading their knowledge and skills without the need to travel to
their headquarters to be taught the agro-information which is carried by the print media. This saves their time and money while focusing on sharing the messages and skills with the farmers whom they are working with.

According to Daniel Lerner in Tan (1985), print media have the capacity to arouse empathy in their readers through the stories that they cover. To him, empathy is the ability to place or imagine oneself in new situations. It implies putting yourself in another person’s shoes.

This ability allows a person to imagine what it would be like to live under better conditions and therefore can motivate one to work harder and attain the imagined “good life”. Print media through their coverage of agricultural stories can motivate their audiences to work hard so that they too can succeed in their agricultural ventures just as some successful agribusiness ventures covered in those stories.

As articulated by Tan (1985), the new models of mass communication and development, the mass media particularly print media are no longer “mobility multipliers” but they are simply carriers of information and tools of education. The media are used to convey information that helps members of the community attain their set goals.

Nora Quebral (1971) notes that the situation of agriculture in most of the developing countries is characterized by inadequate communication infrastructure, communication is fragmented, slow and often unreliable. This is to some extent true because one notes a trend in most the developing countries of according political issues huge spaces and prominence in their media than agriculture news or any development oriented messages.
However within the context of Kenya, the country is witnessing a new trend whereby the mainstream print media have started publishing special agribusiness information pullouts that cover various agricultural enterprises. Due to the fact that the idea of agricultural information pullouts is a new phenomenon in Kenya, inadequate research has been conducted to examine the types of agriculture information covered, prominence given to each type, frequency with which line stories are covered and the sources of the information covered. This study therefore aims at filling this knowledge gap.

2.3 Agriculture in the Context of Vision 2030

Kenya’s vision 2030 blueprint identifies agriculture under the economic pillar as one of the sectors that can contribute largely in attainment of an annual growth rate of 10% GDP to reduce poverty and create wealth and development (MOLD, 2010). However, in order for agriculture to contribute in the growth of the economy, farmers must be informed on the best farm practices, technological application in agriculture, how to get markets for their produce and how to respond to the phenomena of climate change. Due to the fact that the country does not enough agricultural extension workers, the print media play a vital role in informing and educating agricultural stakeholders about the aforementioned aspects of agriculture and how to increase their productivity thus accelerating the attainment of vision 2030 goals.

Within vision 2030, the aim of agriculture is to be innovative, commercially oriented and modern farm and livestock sector (Soft Kenya, 2013). Under the blue print, small scale agriculture is to be transformed from subsistence activities to commercial enterprises that utilize innovations to compete at the global market. This major transformation will
require farmers to be furnished with information which they can utilize to better their agrarian production. However, it is clear that the government of Kenya has not formulated a communication strategy meant to reach various farmers with agro-information on what it is that they can do well to improve their production. But in spite of this lack of information dissemination strategy by the government, the mainstream media outlets have introduced special agri-business information pullouts that cover various subsectors of agriculture. The various agricultural stakeholders can utilize the information covered to better their production and improve on their profitability. The aim of the current study is to examine the quality, quantity and frequency of coverage of agro-information through these pull-outs. The study has been sparked off by the fact that inadequate research has been done on these pullouts and therefore the investigation is aimed at filling this knowledge gap. By conducting a comparative content analysis on Smart Harvest and Seeds of Gold, the study will examine whether the coverage of agriculture in these two pullouts is complementing the government’s efforts of attaining Vision 2030.

2.4 Theoretical Framework

According to Craig Robert (1999), “a theory is not just an explanation; it is a way of packaging reality a way of understanding it”. Craig further observes that “a theory is a system of thought, a way of looking.” This definition implies that we can never see reality purely but we need to use a set of symbols and concepts to enable us define what we see. Theories provide the lenses with which we observe and experience the world. The current study will be guided by two theories: Agenda setting and Knowledge Gaps Hypothesis
2.4.1 Agenda Setting Theory

The term agenda setting was coined by McCombs and Shaw (1972) to explain a phenomenon which had been long observed and studied in the context of election campaigns. The key elements of the theory is that the news media indicate to the public what the main issues of the day are and this is in turn reflected in what the public deems as the main issues. The media are able to provide clues about the salience of the topics in their daily news. This is done in various ways, for example in newspapers salience of the topics can be indicated through lead stories on page one, big font display and larger headlines. Television, on the other hand, can indicate salience through opening stories and length devoted on the topics among other cues.

Walter Lippmann (1922) had noted early in the century that since people had limited opportunities to observe first hand on important events, they were dependent on the press to provide them with information on what those events were. He observed that the news media are primary sources of pictures in our heads about the world outside our reach. Because of their gate keeping role, the media selects on what to tell the public. This means that elements prominent in media agenda become agendas in the public mind.

Though the theory of agenda-setting has been criticized by certain scholars (Davis and Robinson, 1986) for neglecting possible effects on what people think concerning who is important, where important things happen and why things are important, it is important because it explains the process of selecting items in the news media and the important that the public will attach on these items based on where they are placed in the mass media channels. Rogers and Dearing (1987) observe that there are three types of agendas:
The priorities of the media, those of the public and those of the policy. They note that these agendas interact in complex ways and may have effects in different directions. For the current study the theory of agenda-setting is crucial because its elements of prominence and frequency will be applied when studying agro-information pull-outs of the Nation and the Standard newspapers.

2.4.2 Framing Theory

The print media are very powerful tools for information dissemination. This power emanates from the fact that these modes of communication determine what people understand in what happens around the world and their surroundings. Information is disseminated to the recipients through various forms and is framed in such a way to meet the sources various intended meanings (Cissel, 2012). Tankard, Hendrickson, et al (1991, P.3) have described a media frame as “the central organizing idea for news content that supplies a context and suggests what the issue through the use of selection, emphasize, exclusion and elaboration”.

Within the current study the elements of framing theory specifically selection, emphasize, exclusion and elaboration are crucial because they will enable the investigation to determine how the editors of the agri-business pull-outs make editorial decisions based on the aforementioned elements. Selection, according to Entman (1993) entails choosing a few aspects of reality and connecting them together in a narrative that encourage events to be interpreted in a certain way. Entman argues that the main aim of farming is selection and salience which stresses the “process of selecting some aspects of perceived reality and making them more salient in a communicating text”.

18
Emphasize is applied by highlighting and stressing important aspects of a crucial event, making the important subjects salient. Salient means making a piece of information more noticeable, meaningful or memorable (Entman, 1993). Emphasis implies giving special importance, values or prominence to something so that it appeals and catches attention of the audience. Exclusion entails emphasizing particular aspects of reality in order to draw receiver’s attention on those parts of the information. This means that the receivers will omit the other aspects of the information. Most of the time a large portion of the audience will be attracted by what the communicator says (Entman, 1993). Elaboration involves expounding on a piece of information by helping the receiver to contextualize it. It entails providing more information to readers thereby widening their knowledge on a specific issue.

2.4.3 The Knowledge Gap Hypothesis

As observed by Tan (1980), the media have the ability and capacity to inform a large-scale population in a style which is in sync with the requirement of a modern economy and actively participate in democratic processes. The media have the ability to increase minimum level of knowledge and have the capacity to create inequalities in information acquisition among the population.

McQuail (2005) articulates two aspects of knowledge gap hypothesis. Firstly, there is the aspect of the aggregate distribution of knowledge in a society between social classes. Again, there is the aspect of topics on which some members are more informed than others. While the first gap exists as a result of certain condition that the media cannot modify, the media are actively involved in closing of the second gap. The media
particularly exist to close gaps on issues that are perceived to be important to the society (McQuail, 2005).

The Agriculture sector being the main stay of Kenya is very important to the economy and players in this sector have various knowledge gaps. To close these gaps, the media specifically the *Nation* and *Standard* dailies have come up with a new way of covering agriculture through pullouts. These Magazines are important because their coverage is on weekly basis therefore supporting Tan’s (2005) thesis that knowledge gap differential decreases when the topics are covered heavily by the mass media particularly newspapers. The topics that are given prominence and covered frequently reflect their importance not only to the agricultural players but also to the county at large.

2.4.4 Diffusion of Information and National Development

At the end of the Second World War, the media were mobilized to assist in carrying out certain campaigns that were aimed at providing less developed countries with technical assistance. As noted by McQuail (2005) early theories on media portrayed mass media as “modernizing.”

There were attempts by the Western Countries to portray cultures of less developed countries as backward and impediment to development. The clarion call was that if the developing countries wanted progress and alleviation of poverty they should shun their traditional cultures and embrace the Western ones. All these campaigns were carried by the mass media in the less developed countries with full assistance from western countries. A key chronicler of this theory was Everett Rogers (McQuail, 2005) who outlined four stages of information diffusion. These are: information and awareness,
persuasion, decision or adoption and conformation. The role of the mass media is concentrated in the first stage of information and awareness. The other four stages are taken up by personal contacts, organizational expertise and advice and actual experience take over the adoption stage.

Though the theory is manipulative in nature it is nonetheless important in understanding how media create awareness in various topics affecting the society that they operate in. The theory is crucial to the current study because it helps in understanding how the two pull outs create awareness to the audience on various agricultural issues affecting the far.
CHAPTER THREE
METHODOLOGY

3.0 Overview

This chapter entails a presentation of philosophical paradigms, research approach, population and sampling, data collection procedures and data analysis and presentation. The chapter will also discuss reliability of the study and ethical considerations when undertaking the research.

3.1 Philosophical Paradigm

Philosophical Paradigms are world views that explain how knowledge is studied. The study of how knowledge is viewed is called ontology. On the other hand, the study of how that knowledge is studied is called epistemology. Ontologically, knowledge means different things to different people. In Ontology, scholars either change their views or they do not. Scholars who do not change their views are called realists, while those who change their mind are called relativists. Epistemologically, realists study knowledge through experiments and numbers. The numbers generate quantitative data. Epistemologically, realists are associated with research paradigm known as positivist and are referred to as positivists.

In contrast, scholars associated with the belief that research problem can generate a multiplicity of answers are called relativists. Epistemologically, relativists subscribe to a research paradigm called interpretivism and are hence called interpretivists they believe in subjectivity and generate divergent data.
For long time positivists and interpretivists have engaged in intellectual debates which have degenerated into intellectual disputes (Ayer, 1959). These disputes have seen the emergence of purists on both sides (Campbell and Stanley 1963; Lincoln and Guba, 1985). Quantitative purists associated with positivist paradigm belief that social observation should be treated as entities in much the same way that physical scientists treat physical phenomena. They contend that social scientists should be objective; eliminate their biases and remain emotionally detached from the objects under observation.

Qualitative purists who are associated with interpretivist paradigm reject the so called positivist. They belief and advocate for superiority of constructivism, idealism, relativism, humanism. Hermeneutics and Postmodernism. These scholars argue that multi-realities exist (Guba and Lincoln 1989; Lincoln and Guba, 2000).

As both sets of purists view their paradigm as ideal, they implicitly if not explicitly advocate for incompatibility thesis (Home 1988).This thesis contends that quantitative and qualitative paradigms should not be mixed. This is not the case however, as a third paradigm has emerged which sits in between these two world views and offers a better way of tackling research problems drawing on the strengths of both positivism and interpretivism. The mixed method paradigm, which is the third world view, combines both qualitative and quantitative paradigm to provide a better understanding of a research problem (Creswell 2013). This paradigm helps to bridge the schism between qualitative and quantitative research (Johnson &Onwuegbuzie2004). Furthermore mixed method paradigm offers epistemological and methodological pluralism so that researchers get informed about epistemological and methodological possibilities and ultimately conduct
more effective research. Taking a non-purist stance allows researchers to mix and match components that offers them a chance to effectively answer their specific research questions. Due to the foregoing strengths of mixed method paradigm this study utilized it in answering its research questions. This means that the study used both qualitative and quantitative methods of research in tackling the research questions

3.2 Research Approach
The study adopted mixed method approach in tackling the research problem. This means that the investigation tapped into the insights of both qualitative and quantitative methods to tackle the research questions. In quantitative approach, the study used content analysis to study how both Seeds of Gold and Smart-Harvest covered agriculture. Qualitative approach on the other hand, was used to obtain data from the editors of the two magazines and this was done through an interview schedule. The data obtained through qualitative approach was used to triangulate and corroborate the results of content analysis.

3.3 Research Method
The study adopted case study method of research. In (2003) defines case study as an empirical inquiry that investigates a contemporary phenomenon within its real life context and especially when the boundaries between the phenomena and context are not clearly evident. A number of methods may be used when studying the cases. The investigator is free to use both quantitative and qualitative methods of research. For this study, the researcher used both quantitative and qualitative methods to study the cases for Seeds of Gold and Smart Harvests.
3.4 Population and Sampling

The study population comprised of approximately two hundred and twenty four agricultural stories published by both *Seeds of Gold* and *Smart Harvest* between January 2016 and April 2016. Each magazine had approximately one hundred and twelve stories. In order for the researcher to get the research sample, stories were clustered according to the months of publication. In total there were four clusters between January to April, 2016. From each cluster, the researcher developed a list of twenty eight stories, so that there were four clusters each comprising of twenty eight stories for both *Seeds of Gold* and *Smart Harvest*. Using systematic sampling the researcher decided to select every fourth story in the cluster list of 28 stories representing 25% of the total stories in each cluster. This was done through systematic sampling whereby every fourth story was selected from each cluster and each cluster produced seven stories. In total all the four clusters gave 28 stories and we had 56 stories for both *Seeds of Gold* and *Smart Harvest* which was the sample as shown on table 3.1 below.

**Table 3.1: Research sample**

<table>
<thead>
<tr>
<th>PUBLICATION</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.of stories</td>
<td>No.of stories</td>
<td>No.of stories</td>
<td>No.of stories</td>
<td></td>
</tr>
<tr>
<td><em>Seeds of Gold</em></td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>28</td>
</tr>
<tr>
<td><em>Smart Harvest</em></td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Grand total 56</td>
</tr>
</tbody>
</table>

3.5 Data Collection Procedures

The sampled fifty six (56) agricultural stories were examined to study how they covered various agricultural subsectors. The study examined various categories like dairy
farming, horticultural farming, poultry farming, technology and innovation, soil fertility and animal feeding. The stories from various sub-sectors were counted to establish frequency and measured and placement determined to determine prominence. A coding schedule (see Appendix B) was used to collect data from the predetermined categories and the coded content was quantitatively analyzed and comparison was drawn to determine trends of agricultural coverage for the two magazines. The investigator used an interview schedule (see Appendix D) which was used to gather data from the Editors of the two pull outs and the information was used to triangulate and corroborate the results.

3.6 Data Analysis and Presentation
a) Data Analysis
The quantitative data obtained was subjected to univariate analysis as the study was largely descriptive and was mainly concerned with the occurrence of phenomena than studying correlates (Bailey, 1994). The study used frequencies and percentages to analyze the data obtained.

b) Data Presentation
The quantitative data was presented in tables, frequencies and pie charts while qualitative data was presented in narrative form.

3.7 Validity and Reliability
Bailey D.K (1994) defines reliability as a measure of consistency. The same writer articulates that a measure is reliable if the measurement does not change when the concept being measured remains constant in value. To measure reliability for this study three coders were used to work independently and assess the degree of agreement among the coders afterwards. To check reliability of the questionnaires, a pre-test was conducted
with two revise editors of the two publications under study to check for any errors, ambiguities and omissions that were likely to be encountered during the study.

3.8 Research Ethics

This project thesis came as a result of following the laid down procedures of the University of Nairobi’s School of Journalism and Mass Communication. The first step was to write a concept note that was developed in close consultation with the supervisor. Having written a Concept Note, the second step followed by writing a project proposal. The proposal was successfully defended before a panel of selected university scholars and a Certificate of Field issued as indicated by appendix A. Field research was successfully conducted and a project thesis was written which underwent a procedure of defense at the School of Journalism and Mass Communication. After defending the project thesis, members of the panel recommended corrections in some sections of the project. This was done successfully and a Certificate of Corrections was issued as evidenced by appendix C. To ensure high standards of originality, the project thesis was run through a plagiarism test by the Schools’ Department of Quality and Standards. The thesis passed the test by garnering a percentage mark of seven (see appendix E on Declaration of Originality Form and Turnitin Originality Report).

The other ethical considerations that were observed while in the field were like informed consent and confidentiality. Informed consent entails making the subject fully aware of the purpose of the study, its possible dangers and the credentials of the researchers. The research area was explained to the target respondents verbally. The researcher explained to the respondents that the main purpose of the research was purely academic and therefore information gathered will be used as such. The respondents were informed that
the researcher is undertaking his Master’s Program at the University of Nairobi and therefore the research was part of academic requirement. Issues of confidentiality, anonymity and privacy were spelt out on the questionnaires and explained verbally to the respondents. Confidentiality on the other hand entails informing the participating respondents on interview schedule that the information was purely for academic reasons and that the information gathered will not be used to undermine their status. The information was also to be held in strict confidentiality.
CHAPTER FOUR
DATA ANALYSIS AND INTERPRETATION

4.0 Overview
This chapter is about data analysis and presentation in view of the study’s main objectives. The data will be analyzed and presented under the following sub-topics:
Frequency, prominence and trends in coverage of agriculture.

4.1 Frequency with Which Various Stories were Covered
Within the period under review, Smart Harvest covered more stories on Technology and innovation (six times), Dairy Farming (five times) and Horticulture (four times), as shown on Table 4.1. There abounds multiplicity of reasons to explain this kind of coverage. There is the government agenda on these stories and the agenda of the media.

As regards the government agenda, the three subsectors were covered more because the Kenyan government places high premium on these subsectors. Referring back to the agenda setting theory, the government can sometimes set the agenda for the media. Dairy subsector for example has been earmarked by the government as an agricultural component that will accelerate the achievement of Vision 2030. In 2007 for example, the sector was large in value (Kshs. 100 billion) compared to Horticulture (Kshs. 65.2 billion) and Tea (Kshs. 48.8 billion). In view of this importance, the government has outlined various policies on this subsector aimed at achieving various goals. These goals are like improving productivity, commercializing the dairy enterprise, value addition and increasing exports on dairy products. Though these goals are well articulated in the government policies, it is however noted that the government has not come up with a
clear channel of disseminating the information to the target audiences who are in this case the farmers. Therefore, the fact that the magazine gave a lot of coverage to the subsector buttresses the thesis that it is amplifying the government agenda. Within the government’s Vision 2030, Dairy and horticulture subsectors have been earmarked as components within agriculture sector that can accelerate the attainment of the Vision’s goals.

The government also notes that the daily subsector has many challenges that need to be overcome in order for the subsector to achieve its goals. In this regard, challenges like diseases, lack of marketing and poor quality products have been identified. By opting to cover this subsector many times means that the Smart Harvest magazines is echoing the government’s clarion call that the farmers need to be supplied with information on how these challenges should be overcome.

Concerning horticulture, the government recognizes the importance of this subsector in accelerating the attainment of Vision 2030. The subsector however, cannot play its key role of increasing productivity because it has many challenges. In covering the subsector four times in the period under review as shown on Table 4.1, the magazine is echoing the government agenda on this subsector. As a component within agriculture sector than cannot only accelerate attainment of Vision 2030 but is a big source of employment to many especially the youth. Furthermore, this coverage will assist the farmers in overcoming the challenges that the subsector faces. These challenges are like diseases, lack of markets and poor horticulture products.
To accelerate the attainment of Vision 2030, the government through the various policies has stressed on the need to apply technology and innovation on various agriculture subsectors. It is towards this end that the magazine gave a lot of coverage to this category compared to the others. Topics on this subsector were like application of information and communication technologies, using mobile telephony solutions, and the use of irrigation technologies to overcome the challenges of climate change. One of the biggest threats in achieving vision 2030 is climate change. By opting to cover various aspects of irrigation technologies, the magazine is amplifying the government agenda of irrigation technologies as one of the solutions that can be used to overcome climate change challenges.

Although value addition stories were accorded coverage of 10.7% as indicated in Figure 4.1, the government places high premium on this category because it assures farmers better returns. Various topics that were covered under value addition category reflects on the importance that the government attaches to this category and therefore it can be arguably be concluded that the magazine is carrying out the government agenda either consciously or unconsciously.

Apart from amplifying the government agenda, the editors of this magazine have also articulated their agendas. According to Revise Editor, Smart Harvest, Technology and Innovation stories were accorded 21.4 percentage coverage as shown in Figure 4.1 because the magazine aims at encouraging the youth to venture into agriculture.” Technology and Innovation stories are meant to close knowledge gaps existing in various agricultural topics thereby attracting the youth to venture into agricultural enterprises.
Table 4.1: Frequency coverage of *Smart Harvest* narratives

<table>
<thead>
<tr>
<th>Story</th>
<th>Frequency</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy Farming</td>
<td>5</td>
<td>17.9</td>
</tr>
<tr>
<td>Horticulture</td>
<td>4</td>
<td>14.3</td>
</tr>
<tr>
<td>Crop Pests and Diseases</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Record Keeping</td>
<td>1</td>
<td>3.6</td>
</tr>
<tr>
<td>Technology and Innovation</td>
<td>6</td>
<td>21.4</td>
</tr>
<tr>
<td>Value Addition</td>
<td>3</td>
<td>10.7</td>
</tr>
<tr>
<td>Animal Feeds</td>
<td>1</td>
<td>3.6</td>
</tr>
<tr>
<td>Poultry Farming</td>
<td>3</td>
<td>10.7</td>
</tr>
<tr>
<td>Livestock Pests and Diseases</td>
<td>1</td>
<td>3.6</td>
</tr>
<tr>
<td>Soil Fertility</td>
<td>1</td>
<td>3.6</td>
</tr>
<tr>
<td>Climate Adaptation Strategies</td>
<td>1</td>
<td>3.6</td>
</tr>
</tbody>
</table>

Apart from amplifying the government agenda, the editors of this magazine have also articulated their agendas. According to Revise Editor, *Smart Harvest*, Technology and Innovation stories were accorded 21.4 percentage coverage as shown in Figure 4.1 because the magazine aims at encouraging the youth to venture into agriculture.” Technology and Innovation stories are meant to close knowledge gaps existing in various agricultural topics thereby attracting the youth to venture into agricultural enterprises.

As shown in Figure 4.1, Climate Adaptation, Soil Fertility, Livestock Pests and Diseases, Animal Feeds and Record Keeping were covered least by 3.6 percent each. The Revise Editor said that “the reason for this kind of coverage is because these categories are not the core areas of the magazine’s existence but are covered to make the magazine have a wide mix thus making it interesting.”
Seeds of Gold on the other hand, had stories on Dairy Farming covered many times in the period under review. The Dairy Farming stories were published six times representing 21.4% of the total sample. Under this publication, stories that were infrequently covered include those on Technology and Innovation, Value Addition, Soil Fertility, and Climate Adaptation. All these stories were covered once in the period under review and each represents 3.6% of the total sample. Stories that occurred between three and five times include those of Poultry Farming (18%), Horticulture (114.3%), and Crop Pests and Diseases (10.7%).

Table 4.2: Frequency coverage of Seeds of Gold stories

<table>
<thead>
<tr>
<th>Story</th>
<th>Frequency</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy Farming</td>
<td>6</td>
<td>21.4</td>
</tr>
<tr>
<td>Horticulture</td>
<td>4</td>
<td>14.3</td>
</tr>
<tr>
<td>Crop Pests and Diseases</td>
<td>3</td>
<td>10.7</td>
</tr>
<tr>
<td>Record Keeping</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Technology and Innovation</td>
<td>1</td>
<td>3.6</td>
</tr>
<tr>
<td>Value Addition</td>
<td>1</td>
<td>3.6</td>
</tr>
<tr>
<td>Animal Feeds</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Poultry Farming</td>
<td>5</td>
<td>18</td>
</tr>
<tr>
<td>Livestock Pests and Diseases</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Soil Fertility</td>
<td>1</td>
<td>3.6</td>
</tr>
<tr>
<td>Climate Adaptation Strategies</td>
<td>1</td>
<td>3.6</td>
</tr>
</tbody>
</table>
As shown in Table 4.2, *Seeds of Gold*, covered most stories in Dairy Farming, Horticulture and poultry. The Dairy Farming and Horticulture narratives were covered many times in *Smart Harvest* as indicated in Table 4.1. Here again, Agenda Setting theory will help in explaining the results. The question here is: who sets the media agenda? Media agenda can be set by either the media themselves or policy makers.

As a policy maker, the government has shown a lot of interest in both the Dairy and Horticulture subsectors. The government’s interest on these subsectors emanates from the fact that these components have many players and possess high potential for employment, creation. But in spite of their importance, these subsectors face a myriad of challenges which impede their full exploitation. The magazine is therefore reducing knowledge gaps under these subsectors by amplifying the agenda of the government of regarding these subsectors as important to the economy.

![Circle chart showing percentage frequencies of magazine stories](image)

**Figure 4.2: Percentage Frequencies of *Seeds of Gold* magazine stories**

An important subsector that was given more coverage by the magazine was poultry farming as shown in Figure 4.2. This subsector has huge potential for job creation especially for the youth. The magazines decision to cover it many times is perhaps meant to reduce the knowledge gaps among the actors in this subsector on various topics under it.
Apart from amplification of government agenda, the magazine had set its own agenda too. According to the Features Editor, and Editor *Seeds of Gold*, Dairy Farming, Horticulture and Poultry were given high percentage of coverage as in Figure 4.2 due to the fact that “there are many people involved in these subsectors and that the Editor uses his own discretion to decide the amount of coverage to give these subsectors. “The editor “imagines that due to many actors involved in these subsectors, the stories should be covered many times to help close knowledge gaps.”

There were various explanations provided by the editor for according categories like Climate Change, Value Addition and Technology and Innovation less coverage as indicated in Figure 4.2. The editor suggested that “categories like climate change are technical in nature and are likely to attract academic than media interest.” The magazine’s less coverage of these subsectors “is determined by market trends and the editors own discretion and interest in various them”.

![Figure 4.3: Comparative Frequencies of Seeds of Gold and Smart Harvest](image-url)
Perhaps the question that is likely to linger in our mind is: why did the two magazines have the two subsectors of Dairy and Horticulture covered many times in the period under review as shown in Figure 4.3. A quick scan on the government of Kenya’s policies on agriculture (Ministry of Livestock Development, 2010), shows that the government has underscored the importance of these two subsectors because they have many players and have huge potential in employment creation. In connection with this therefore, one is likely to conclude that perhaps the two magazines are amplifying this government agenda by deciding to cover these subsectors many times. The Dairy subsector for example was large in value in 2007 (Ksh 100 billion) than Horticulture (Ksh 65.2 billion) or tea (48.8 billion).

Though the two magazines have their own commercial agenda in covering these subsectors as articulated by the two Editors interviewed, it is noted that they are supporting the government agenda by opting to cover the two agricultural components many times. Furthermore, the government notes that there are many challenges affecting the farmers in the two subsectors. These challenges are like diseases, lack of markets and poor quality products. In their coverage, the two magazines have highlighted the challenges and offered expert solutions to these challenges. This further buttresses the thesis that the two pull outs are largely supporting the government agenda.

Concerning dairy farming, the government has outlined various goals. These are like improving productivity, commercializing the dairy enterprise, value addition to dairy products and increasing export of dairy products. But in spite of these ambitious goals, the government has not come up with a clear channel of disseminating the information to
the target audiences who are the farmers. The two magazines therefore, are filling this gap of information delivery to farmers hence amplifying the government agenda.

Within Vision 2030, the dairy and horticultural subsectors are important and have been earmarked as components within the agricultural sector that can accelerate the attainment of the vision’s goals. In order for the actors in these subsectors to play their key role of increased production, they need information. By concentrating on these sectors therefore, the two magazines are supporting the ambition of attaining Vision 2030 as articulated by the government.

The idea of public interest playing a key role in the coverage of the two subsectors is also noted. Though the two pull outs have their own agenda they are pursuing in the coverage of the two subsectors, they are also pursuing the goal of public interest. Due to the fact that the two agricultural components have many players with a myriad of challenges, the two magazines have taken it as their responsibility to cover these subsectors many times and offer solutions bedeviling the farmers therefore fulfilling their duty of pursuing public interest goals.

4.2 Prominence Accorded to Various Stories

Prominence entails placing a story in a section within a newspaper or magazine where it is more noticeable. It also involves the length and amount of space the story is allocated. Stories placed in the front page to page three and back are considered more prominent than those placed inside pages.

Though both publications had most of their stories placed in the middle pages, Seeds of Gold had many of its stories placed in this space (89.2%) compared to Smart Harvest
which had only 53% of the stories allocated middle pages. On the front pages, *Smart Harvest* had 39.3% of its stories occupying this space while *Seed of Gold* had a paltry 7%. Stories placed on the back pages were a few for both publications whereby we had 3.6% for *Seeds of Gold* and 7.1% for *Smart Harvest*.

The Editor *Seeds of Gold* asserted that the reason for placing 89% of the stories inside pages is because only one story is run from the cover at any given time because of the prominence the Editor imagines it deserves and therefore it is likely to occupy pages one to three which are considered prominent. The rest of the stories occupy inside pages.

On the other hand, the Revise Editor *Smart Harvest* indicated that 53% of the magazine’s stories appeared inside pages because the magazine is segmented in such way that it gives every story the weight it deserves. This means that those stories placed inside pages were accorded that kind of prominence because the Editor imagined that they were well fitted to be placed there.

Figure 4.4: Comparative placements of stories between *Smart Harvest* and *Seeds of Gold*

Another critical component of prominence is the amount of space a story is allocated. Space is calculated by multiplying length and width of the space allocated to a story and expressing the answer in centimeter square. In terms of total sample space, within the
period under review, *Smart Harvest* allocated slightly bigger space totaling to 22,726 square centimeters compared to its counterpart *Seeds of Gold* which allocated total space of 20,743 centimeter square to the sample.

In terms individual story space allocation, *Smart Harvest* accorded the biggest space to Horticulture (22.04%) out of the total sample space of 22,726 square centimeters. Technology and Innovation occupied 15.6% of the total space and was followed closely by Dairy Farming that was awarded 15.4% of the total space. Stories that were allocated between nine and ten percent of the total space include Value Addition (9.1%), Poultry Farming(10.3%) and Crop Pests and Diseases(10.3%).Stories that were allocated least space include those on Climate Adaptation, Soil Fertility, Livestock Pests and Diseases, Animal Feeds and Record Keeping. Each of the aforementioned stories was allocated 3.4% of the total space.

The Revise Editor, *Smart Harvest* indicated that the reasons for allocating 73% of editorial space to Horticulture, Dairy Farming, Technology and Innovation, Crop Pests and Diseases, and Poultry were: firstly, the Editor’s interest and discretion determines the amount of space to allocate to various subsectors and secondly, there are many challenges facing farmers under the aforementioned categories and therefore the magazines core goals is to provide solutions to these challenges.
Table 4.3: Volume of space allocated to Smart Harvest stories

<table>
<thead>
<tr>
<th>Story</th>
<th>Volume (Square centimeters)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy Farming</td>
<td>3510</td>
<td>15.4</td>
</tr>
<tr>
<td>Horticulture</td>
<td>5010</td>
<td>22.04</td>
</tr>
<tr>
<td>Crop Pests and Diseases</td>
<td>2340</td>
<td>10.3</td>
</tr>
<tr>
<td>Record Keeping</td>
<td>780</td>
<td>3.4</td>
</tr>
<tr>
<td>Technology and Innovation</td>
<td>3556</td>
<td>15.6</td>
</tr>
<tr>
<td>Value Addition</td>
<td>2070</td>
<td>9.1</td>
</tr>
<tr>
<td>Animal Feeds</td>
<td>780</td>
<td>3.4</td>
</tr>
<tr>
<td>Poultry Farming</td>
<td>2340</td>
<td>10.3</td>
</tr>
<tr>
<td>Livestock Pests and Diseases</td>
<td>780</td>
<td>3.4</td>
</tr>
<tr>
<td>Soil Fertility</td>
<td>780</td>
<td>3.4</td>
</tr>
<tr>
<td>Climate Adaptation Strategies</td>
<td>780</td>
<td>3.4</td>
</tr>
<tr>
<td>Total</td>
<td>22726</td>
<td></td>
</tr>
</tbody>
</table>

Figure 4.5: Percentage volume of Smart Harvest stories

Seeds of Golden the other hand, allocated 19.8% of its total space to Dairy Farming. This subsector was closely followed by Horticulture which was allocated 18.6% of the total
space. Poultry and Livestock Diseases and Pests were allocated 16.8% and 10.5% respectively. Stories that were accorded small space includes those on Technology and Innovation, Climate Change and Adaptation, Soil Fertility, Animal Feeds, and Crop Pests and Diseases

Table 4.4 Volume of space allocated to Seeds of Gold stories

<table>
<thead>
<tr>
<th>Story</th>
<th>Volume(Square centimeters)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy Farming</td>
<td>4410</td>
<td>19.8</td>
</tr>
<tr>
<td>Horticulture</td>
<td>4140</td>
<td>18.6</td>
</tr>
<tr>
<td>Crop Pests and Diseases</td>
<td>1580</td>
<td>7.1</td>
</tr>
<tr>
<td>Record Keeping</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Technology and Innovation</td>
<td>680</td>
<td>3</td>
</tr>
<tr>
<td>Value Addition</td>
<td>1158</td>
<td>5.2</td>
</tr>
<tr>
<td>Animal Feeds</td>
<td>1560</td>
<td>7</td>
</tr>
<tr>
<td>Poultry Farming</td>
<td>3745</td>
<td>16.8</td>
</tr>
<tr>
<td>Livestock Pests and Diseases</td>
<td>2340</td>
<td>10.5</td>
</tr>
<tr>
<td>Soil Fertility</td>
<td>480</td>
<td>2.2</td>
</tr>
<tr>
<td>Climate Adaptation Strategies</td>
<td>650</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>20743</td>
<td></td>
</tr>
</tbody>
</table>

Figure 4.6: Percentage volume of Seeds of Gold stories
The Editor *Seeds of Gold* pointed out that the reasons for according Dairy Farming, Horticulture, Poultry and Livestock Diseases and Pests 67% of the editorial space within the period under review is due to the fact that he considered the interest of the market/audience and the Editor’s own interest played a role in setting the agenda.

![Figure 4.7: Comparative percentage volumes of Seeds of Gold and Smart Harvest](image)

4.3 Trends of Coverage Various Subsectors

Within the period under review there were certain patterns that emerged in coverage of various stories for both *Seeds of Gold* and *Smart Harvest*. These trends can be analyzed from various perspectives. For instance, there were trends on prominence accorded to stories and frequency with which various stories were covered.

In terms of frequency, both *Seeds of Gold* and *Smart Harvest* covered Dairy Farming, Horticulture and Poultry many times. These coverage shows that these subsectors are crucial to the economy and therefore audiences need information on these areas to assist them in making informed decisions. Also, this coverage reflects the market trends that have high demand for these particular subsectors. The stories that were infrequently
covered by the two magazines include those on Soil Fertility, Climate Adaptation and Record Keeping. This could be attributed to the fact that these areas are technical in nature and do not attract the interest of many mainstream print media in covering them.

Technology and Innovation has become an important component of any subsector. It is however interesting to note that there was a huge difference in coverage of this area by both *Seeds of Gold* and *Smart Harvest*. Whereas *Smart Harvest* covered Technology and Innovation six times within the period under review; *Seeds of Gold* covered this area once within the same period. The emerging trend here is that *Smart Harvest* is on the right track by covering this subsector many times.

*Seeds of Gold* covers Poultry Farming on weekly basis. This trend indicates the importance that the Editors of this magazine attach to this subsector. The pattern also reflects the audience’s needs hence the magazines responding accordingly.

An interesting trend that is emerging is the allocation of big editorial spaces by both *Seeds of Gold* and *Smart Harvest* to Dairy, Horticulture, and Poultry subsectors. This trend shows that the stories under these subsectors are given in-depth coverage from various perspectives. The farmers can rely on this in-depth coverage to make important decisions about their enterprises.

Finally, in terms of placement of stories, a trend has emerged of placing most of the stories inside pages. The front page only introduces stories and they are given in-depth coverage inside pages.
CHAPTER FIVE

SUMMARY OF FINDINGS, POLICY IMPLICATIONS RECOMMENDATIONS AND CONCLUSION

5.0 Overview

This chapter summarizes the key findings in view of what the study set out to investigate. The chapter also deals with not only the policy implications of the key findings but also recommendations and the final conclusion.

5.1 Summary of Key Findings

The study was mounted to examine how the mainstream print media cover agriculture in Kenya. Guided by the theories of Agenda Setting and Framing the study content analyzed the coverage of agriculture by both Seeds of Gold and Smart Harvest magazine.

The study was prompted by the fact agricultural coverage by the mainstream print media through pull outs is a recent phenomenon and therefore inadequate research had been conducted to study how the coverage is done. Therefore, the study’s main aim was to fill this gap by examining how agriculture is covered by these magazines. The study was guided by the elements of Agenda setting theory specifically: frequency of coverage and prominence given to the various subsectors. The study also examined the trends of coverage of various subsectors by these magazines.

By applying mixed method approach, the study found out that in terms frequency Dairy Farming and Horticulture were covered many times by both Magazines in the period under review. On the other hand, Climate Adaptation, Soil Fertility and Record Keeping were given less coverage in the same period.
In terms of prominence given to various categories, it was found that most stories covered by the two magazines are placed inside papers. Another aspect of prominence that was examined is amount of space allocated to various stories. It was found that Dairy Farming, Horticulture and Poultry subsectors were allocated huge volume of Editor’s space by the two magazines in the period under review. The categories that were allocated small editorial space include Soil Fertility, Climate Adaptation and Record Keeping.

It was found that a trend is emerging of covering Dairy Farming, Horticulture and Poultry more frequently. It was also found that the above mentioned subsectors are given a lot of prominence by the two magazines. On the other hand, categories like Climate Change and Soil Fertility are given less coverage and prominence by the two magazines.

5.3 Policy Implications

The finds of this study have huge implications on policy as far agricultural sector is concerned. The policies of agriculture are normally formulated by the government and other private stakeholders. The media are important because they have the capacity to set the agenda on what is covered frequently and what is given prominence in their coverage.

The policy implication on the media concerning the findings is that stories that were given less coverage particularly on issues on climate change should going forward be given fair amount of coverage as the phenomena of climate change has huge negative implications on our economy. In this regard, stories on the best farm practices like agro forestry should be covered more. The government should also sponsor professional on
climate change to regularly advise the farmers through the media on how they should adopt and change their farming practices.

The media as an important player in setting the agenda, should hire professionals on technical topics like climate change and soil fertility to advise farmers on how to change their farming practices so that they improve on productivity. In this regard, stories on climate change, soil fertility and animal feeds should be covered regularly.

5.4 Recommendations

Based on the findings of the study, the researcher articulates the following recommendations to the Editors of the two magazines:

Firstly, both magazines should cover stories on Record Keeping at least twice a month. This is because record keeping aids the farmer not only assess the profitability of their enterprises but may also help them access loans from banks and other financial institution.

Secondly, Stories on Climate Change and Adaptation strategies should be covered more regularly to enable farmers adopt the best practices that will ensure the continuity with agricultural enterprises.

In addition, Value Addition stories should be covered regularly and given the prominence they deserve. This is because farmers who add value to their produce enjoy more profits than those who sell the raw materials.

Lastly, Seeds of Gold should cover Technology and Innovation stories more regularly giving them the prominence they deserve. Technology and innovation stories will assist
the farmer to know the best latest methods that they can use to improve on their productivity and hence increase the profitability.

5.5 Conclusion

From the study’s findings, it can be argued that the two magazines are in the right track of supporting the country to attain its Vision 2030 on Agriculture. The Vision’s aim on Agriculture is to be commercially oriented, innovative and modern. The two magazines’ coverage reflects the above mentioned aims of Vision 2030.

As the country is grappling with the problem of unemployment, the two magazines are stimulating the youth’s interest in accepting Agriculture as a better and viable option of employment. Agriculture is now viewed as an enterprise rather than a sector that just provides food.

Through the coverage of agriculture using the two magazines, many of the problems that the farmers face have been identified and expert solutions provided through these platforms. Problems like Animal disease and pests have been identified and covered in details using the two magazines.

It can also be argued that if the two magazines dedicate their coverage on areas that have huge impact on agriculture they will real support the country in achieving its Vision 2030. These areas are like climate change, soil fertility and animal feeds.

Finally the studies specific objectives that were to examine frequency with which various subsectors we covered, prominence given to various subsectors and the general trends of coverage of Agricultural by the two Magazines have been met.
REFERENCES


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