

**THE ROLE OF THE PRINT MEDIA IN EMPOWERING WOMEN
ECONOMICALLY**

CASE STUDY (*DAILY NATION*)

BY

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**A RESEARCH PROJECT SUBMITTED TO THE FACULTY OF SOCIAL
SCIENCE FOR PARTIAL FUFILLMENT FOR THE AWARD OF A
DEGREE IN MASS COMMUNICATION OF KAMPALA
INTERNATIONAL UNIVERSITY**

MAY 2009

DECLARATION

I TERESA NZILANI do hereby declare that this dissertation is my original work and has never been submitted to any University or College for any award. Where the works of others have been cited, acknowledgement has been made.

Signature..... 

Date..... 27/05/2009

APPROVAL

I certify that the dissertation entitled '*The role of the Print Media in Empowering Women Economically*' (case study of *Daily Nation*) submitted by Teresa Nzilani was done under my supervision. Her work is ready for submission for the award of Bachelors' Degree in Mass Communication of Kampala International University.

Supervisor.....*Sylvia Byamukama*.....

Signature..........

Date.....*27/5/2009*.....

DEDICATION

I dedicate this project to my parents; Mr. and Mrs. Jeremiah k who have been my fountain of strength and pillars of my firm virtues and to all my friends especially Fiona, Bosco, Joy, Esther and Simon who gave me a helping hand when writing this dissertation.

ACKNOWLEDGEMENT

I would like to acknowledge the participation, assistance and support I received wholly or partially from time to time from different people when I was writing this project.

To begin with, I would like to thank my project supervisor, *Ms Sylvia Byamukama* for her tireless, unreserved guidance and intellectual support which she granted me during the time of writing this dissertation.

My sincere gratitude goes to Media practitioners, Women activists and everyone who contributed to the completion of this project.

I would also like to send my heartfelt congratulations to my family and friends for their emotional back up that saw the successful completion of this dissertation.

Thank you,

May God bless your endeavors.

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LIST OF ACRONYMS

CMES - Community Mobilization Empowerment Strategy

NMG - Nation media group

UNDP - United Nations development programme

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ABSTRACT

The research identifies *The Role of the Print Media in Empowering Women Economically*, a case study of *Daily Nation*. It observed views of Women activists, Editors and Reporters of *Daily Nation*. It was limited within Nairobi-the capital city of Kenya where the news paper is highly circulated.

The objectives of the research included: Examining the Approaches applied by the Print Media to Empower Women Economically, Impacts of Culture on the Process of Empowering Women Economically and How Print Media has been covering Women issues.

Questionnaires, interviews, documentary review etc were the methods utilized to collect data.

The research reviewed that media has been covering the insensitive news about women exposing them mainly as mothers and wives. It was also found out that the educated woman is portrayed as arrogant, proud and difficult to instruct.

Finally the study recommends collaboration of all players in empowering women in order to make the process a success.

CHAPTER ONE

1.0 Introduction

According to *UNDP* report, females are already central to all concerns of development, for instance farming and meeting basic needs, sustaining the environment and contributing economically. In fact the improvement in the conditions of women's lives is statistically related to societal improvement. Gender inequalities are usually correlated with human poverty, and societal progress is correlated with improvement in the lives of women and girls. However women are not represented that way.

(UNDP: 1997)

The media which plays an important role in the development process has been regarded as an important tool which can help change the negative perception of women by portraying them as an important engine of growth and development. This study thus focuses on the role of the print media in empowering women economically; the study is an effort to find out whether the media is really doing enough to involve women in development issues. Particularly, the *Daily Nation* of Kenya has been considered appropriate due to its high circulation within Nairobi. In many cases women have been left out in matters concerning development and their ability to enhance development has been ignored all along. In this chapter the researcher looked into the background of the study, statement of the problem, objectives, significance of study, hypotheses and scope of the study.*(Schaefer: 2005)*

1.1 Background of the study

1.1.1 History of Kenyan print media

Looking at the print media, Kenya has four daily newspapers in English and one in Swahili all published in Nairobi with a combined daily circulation of 400,000. The oldest mass circulating newspaper was founded in 1902 by a Parsee migrant. *(Abuoga: 1988)*

The *Daily Nation* with a circulation of 184,000 is Kenya's most widely circulated newspaper today. It was first registered in 1959 by Michael Curtis and Charles both

newspapermen in London and Nairobi respectively. Taifa Leo with 235,000 daily circulations is an abridged version of the Nation. (Abuoga: 1988)

The NMG (*Nation Media Group*) publishes the *Daily Nation* and *Taifa Leo* on week days, and *Sunday Nation* and *Taifa Jumapili* on Sunday. Both the Saturday and Sunday editions have pullouts including a children's magazine. On the other days of the week they carry special sections: Football on Monday (*football Monday*), business on Tuesday (*smart company*), society on Wednesday (*living magazine*), real estate on Thursday (*money- personal finance*), and entertainment on Friday (*zuqka magazine*). (Abuoga: 1988)

The *Daily Nation*, although targeting the Kenyan market is also distributed throughout the East African region. NMG also publishes the East African a conservatively designed weekly newspaper focusing on economic news in East Africa. (Rolynde: 1966)

1.2 Statement of the problem

It is evident in many countries that the urban and rural poor, women and other people at grass roots are entrapped in a dependency situation in highly stratified and unequal social and economic structures. Poor women in informal settlements are often more disadvantaged than men in terms of representation and participation in decision making ,income generation opportunities, physical and tenure security, shelter , legal and human rights. Many of them appear marginalized and even hidden from ongoing events in their communities because of lack of skills literacy, status mobility and self confidence. (UNDP: 1997)

Though the media has shown some effort to empower women economically there's still a lot to be done in order to involve women in the development process. The media has improved on its coverage of women issues but still this is not enough. Women have been consistently and increasingly marginalized in the process of social change. Women lag behind men in terms of education level and income earnings. They have limited economic opportunities due to their low social status relationship with men, lack of ownership and access to productive assets and low level of participation. Females are

already central to all concerns of development and more so in agriculture which is the backbone of Kenyan economy, this justifies why women should never be left out in matters concerning development. (Schaefer: 2005)

1.3 General objective

The study aimed at *Examining the Role of the Print Media in Empowering Women Economically*.

1.3.1 Specific objectives

The study findings focused on;

- i) Examining how the media has been addressing women issues
- ii) Determining the different approaches applied by the print media to economically empower women.
- iii) Examining the influence of culture on the process of empowering women economically.

1.4 Significance of the study

The study will be useful to government agencies because the findings can be used to formulate policies towards empowering women for social change.

The findings will be useful to media practitioners; editors, media owners and journalists because the study will give them new insights on how to approach issues concerning development.

The findings will also be of great importance to researchers who would like to use the results as a starting point and as a foundation on which to build their research.

1.5 Hypotheses of the study

This study was based on the assumption that media has given more attention to insensitive matters concerning women thus projecting them mainly as mothers and wives

instead of also addressing the issues which are bound to get the women more empowered and actively involved in economic development.

1.6 Scope of the study

The study focused on the media in Kenya and specifically the *Daily Nation*. This media house was chosen because of its high circulation in Nairobi and also being the leading newspaper in *East Africa*, therefore likely to give the most appropriate results. The researcher analyzed the content of *Daily Nation* news papers 3 months before the Beijing women conference in 1995 and also 10years after the conference. The conference was held under the theme “*Action for Equality, Development and peace*” mainly focusing on inequality in economic structures and policies in all forms of productive activities and in access to resources.

1.7 Definitions of key concepts

- Media* - these are forms of mass communication i.e. both electronic and print media
- Print media*- forms of communication which includes: newspapers, periodicals, Journals, books and newsletters.
- Women empowerment*- process of increasing the capacity of women to make choices and to transform those choices into desired actions and out comes.
- Gender equality*- leveling the playing field for girls and women by ensuring that all children have equal opportunity to develop their talents.
- Economic development* – concerted effort on the part of the responsible governing in a country to influence the direction of private sector investment towards opportunities that can lead to sustained economic growth.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

Literature review is an attempt to identify, locate and amalgamate completed research reports, articles, books and other materials about the specific problems of a research topic. (*Busha: 1980*)

The data was got from acknowledged books of different authors, editors and publishers. The literature review focused on the following sections; overall overview of empowerment, impacts of the media in empowering women economically, and women and economic development.

The researcher discussed contributions made by other researchers to the understanding of the problem under investigation and also the discoveries made and conclusions drawn by previous researchers.

2.1 Overview of empowerment

Rozario in his book *Development in 3rd world* traces the history of empowerment concept, which she argues has been over used. She divides empowerment into two primary models; one model is based on empowering the individual not on encouraging collective social action by the oppressed". The other model is consistent with Paulo frier's approach which emphasized conscientization and radical social action". Jo Rowland reviews literature of empowerment dividing it into three overlapping dimensions; personal empowerment (developing individual consciousness and conference to confront oppression); relational empowerment (an increased ability to negotiate and influence relational decisions); and collective empowerment (collective action at the local or higher level to change oppressive social structures). Real change may not be possible unless we address power inequities between marginalized individuals and groups at the grassroots and those who make policy and aid decisions. However empowerment is defined as the process by which individuals, organizations and communities gain control and mastery over social and economic conditions and over democratic participation in their communities (*Santi Rozario: 1997*).

Empowerment is a process that is well suited to deal with social change in general and with inequitable structures in particular. It provides individuals, communities and organizations with the skills, confidence and countervailing power to deal effectively with social change in a world that distributes needs, resources and power unequally. (Srinivas: 2001)

Empowerment privileges multiple voices and perspectives and truly facilitates equal sharing of knowledge and solution alternatives among the participants in the process. (Abidi: 1991)

Moreover empowerment has been defined as the process of enhancing people's capacity to take charge of their own development. The process involves enabling people to make their choices, have a say in decisions that affect them, ability to initiate actions for development, change in attitude and increased consciousness of equal access to and control of resources and services in order to take charge of their opportunities.

(C M E S: 2006)

2.2 Impacts of Media (print) in empowering women economically.

Media is all pervasive; its functioning is very subtle. Media plays a vital role in dissemination of information. It is called the fourth pillar of democratic polity. The impact of media on our lives is a point which does not have to be labored any longer. (<http://www.media.ba/media centre>)

The status of women entering the labour market is undergoing a perceptible change. Women entering the labor market are on the rise, there is increase in the number of educated women, and heightened awareness of their mobilization to fight discrimination (p.anbarasan: 1995).

The role of women in the family life has undergone significant changes. As an educated house wife or as a working woman she has acquired a respectable place in society. Today's women are increasingly aware. Magazines especially women magazines carry a lot of information on social issues and personal family issues.

(P.anbarasan:1995)

The positive sides of women's progress and their contribution for national development have not been adequately discussed in the media of communication; the emphasis of stories about women, about their struggle for recognition is only the surface trimming. The actual message to the audience still is that society opposes the liberation of women. (<http://www/media.ba.media centre>)

Akhileshwari makes a scathing attack on the negative aspects of portrayal of women in mass media. Thus for instance the image of the educated woman is typecast as arrogant, insensitive, and self centered; Willy or the economically independent woman is shown as domineering, hard, ruthless and the cause of all the suffering around her.

(Akhileshwari: 1998)

The print media which include newspapers, periodicals, newsletters and other channels are relied upon by the people as credible source of information, education and entertainment. The print media are known for fearless criticism and service. The media reflects events taking place in society and provides a platform for dialogue and debate on issues which can generate social changes. While electronic media carries more immediate weight on focusing attention on various issues, it is print media which has more persistent and lasting effect. It is felt that the way women are being projected in the print and electronic media is a reflection of the whole society. (*p.kumar: 1995*)

The lack of gender sensitivity in the media is evidenced in the failure to eliminate gender-based stereotyping. Generally media do not provide a balanced portrayal of women's diverse lives and their contributions to society in a changing world, often reinforcing stereotyped images of women and their roles in society (*Abidi: 1991*)

Women's image has gone through several unjust projections at the hands of the media. In a study conducted on 'reading habits and perception of portrayal of women by Nidhi, she found out that the respondents themselves felt that there is a need to change women's portrayal in magazines as they were shown more in subdued roles.

(Nidhi mittal: 1999)

Media can be utilized for projecting the true and positive image of women and to wipe out the traditional passive image that has been imprinted on the mind of the society as a whole, including the women. The potentiality of media as a powerful instrument of social change can be used to restore 50% of humanity to its proper pedestal.

(Sawant: 1998)

Media reinforces the conservative view of women and ignores their economic participation and contribution especially that of rural women, over 50% of whom are directly involved in economic activities. This means that the media instead of challenging the view that women are inferior, subservient, and unimportant, it reinforces and establishes man as the active force, the doer, the one who matters. The needs and concerns of women remain unarticulated in the print thus women remain neglected.

(Press council of India publication: 1998)

The portrayal of a woman in the print media is quite degrading more often than not depicting her as commercial commodity. The media doesn't provide a balanced picture of women's diverse lives and contributions to society in a changing world. Much remains to be done with regard to the "participation, portrayal and access women to the media and its impact as an instrument for the advancement and empowerment of women"

(<http://www.ba.media centre.>)

2.3 Women and economic development

Studies of a wide range of societies find that women are an important engine of growth and development. Their ability to save and invest in their families is well documented. *(World development report: 2003)*

As the family's nutritional gatekeepers, women fight hunger and malnutrition. Their largely unrecorded role in agriculture explains the survival of many traditional subsistence communities on marginal lands. Yet in many places, traditions, limited mobility and lack of voice or access to information make women the most marginal

group. With men seeking work elsewhere women tend the fields and look after the children, the elderly and the farm animals. (*World development report: 2003*)

Comprising at least half of the population and substantial growing share of the work force in the economy women are critical to sustainable economic development. Women contribute to economy as workers in employment and the informal sector, as entrepreneurs and investors in business, and through their unpaid work. Women's participation in the labor force has been rising dramatically in the Asia-Pacific region: Women now comprise between 32-45% of the labor force in individual economies. From the 1980s women have been providing a large part of the new labor supply in both industrialized and developing economies. In export industries they have provided as much as 80% of the labor force in some economies (*United Nations Development Fund for women: 2003*)

The recognition of the role women play in agriculture and in rural society is fundamental to agriculture and rural development in sub-Saharan Africa. More importantly recognizing and supporting this role is crucial for the development and the fulfillment of their economic potential. Women work more hours than men regardless of the season, both in farming and non-farm activities and in total the high labor input by women most often involves manual labor for household, farm and non-farm activities. Women a wide range of businesses around their farming activities and are involved in more income-earning activities than men (*Moser c.o:1999*)

Women constitute a key pillar of social economic development, a group whose efforts if well harnessed and appreciated can help ensure the transformation of communities. Ignoring gender needs and interests reduces the level of participation of all segments of the community thus jeopardizing any development efforts.

(*Community Support Book: 2003*)

There is growing recognition internationally that gender equality is good for economic growth and essential for poverty reduction. (Ellis: 2004)

Where gender inequalities constitute barriers to women entering or participating fully in markets, economic growth and private sector development will be constrained with less investment, less competition and lower productivity (*Blackden and Bhanu: 1999*)

Gender inequalities can also adversely affect the outcome of trade and macro economic policy reforms and their ability to translate incentives into economic development. Although the government of Kenya's economic recovery strategy for wealth and employment creation 2003-2007 recognizes that women have unequal access to opportunities and assets, it doesn't examine the implications of this equality. (*Government of Kenya: 2003*)

Women everywhere contribute to economic production. As officially measured, 46% of the world's women aged 15 and above, 1828 million are economically active. At least another 10-20% of the world's women are economically productive but not counted as part of the labor force of inadequate measurement. (*Worlds Women: 1970-1990*)

There can be few countries in the world today which would not acknowledge the important role women play to the survival and development of countries economies and societies. It is the global recognition of the centrality of women in key spheres of social-economic production that issues concerning women and strategies for their advancement were developed and accelerated in the 1970s and early 1980s. Despite this general recognition, women's contribution is hardly ever documented or computed under existing statistical systems since most activities performed are given no economic value. (*Conference report: 1989*)

Although the United Nations International decade for women (1976-1985) brought forth a sharp focus on the need for information about the situation of women and their contribution to development, information systems are still failing to provide adequate information about women's contributions and as such development plans and

programmes continue to be drawn without sensitivity towards gender and vulnerable groups like women and children (*conference report on women development: 1989*).

The inapplicability of gender disaggregated data has often caused marginal focus on women's problems and needs during development planning processes. The assumption that social processes and changes will automatically benefit women overlooks the fact that women are subject to constraints different in kind and degree from those applicable to men (*Report on women: 1989*)

Moreover, Kenya is no exception in the general lack of adequate information on women. The media is not portraying women as the key spheres of economic production in the country. Media has gone to the more insensitive news concerning women and leaving out the most important part of women's role in economic development. This has led to scanty and scattered information, inadequate in scope and coverage, especially on women. (*Government of Kenya: 2003*)

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter explains in specific terms how the study was conducted. The methodology is divided into research design, area and population of study, sample selection and size, data collection methods, data analysis. The research was cross-sectional study that used both qualitative and quantitative approaches.

3.1 Research Design

. This study used cross-sectional design that was based on qualitative and quantitative approach. Questionnaires formed the basis for gathering quantitative data that was presented in a descriptive and statistical manner using percentages, ratio and mean in tables, charts and graphs. Content analysis was used to gather qualitative data.

3.2 Target/population of the study.

The study targeted part of population within the Nairobi vicinity. It comprised of 20 respondents of which were 6 women activists, 6 editors and 8 reporters of *Daily Nation*.

3.3 Sample selection and size.

The study involved purposive sampling i.e. expert purposive sampling. This technique ensures that there is no personal bias because the statistical tests used to analyze data assume that the sample was selected purposively. The sample size comprised of 20 respondents selected from *Nairobi City*.

3.4 Methods of data collections

The research used interviews and questionnaires that were administered to the respondents. All applicable questions were asked to standardize the interview. Data was also sought through content analysis from different libraries of *Daily Nation News paper*.

3.4.1 Interviews

In this section structured and in-depth/unstructured interviews were held with the target population. The interviews were guided by an interview schedule/guide that consisted of open-ended questions to make the study fast. The interview schedule guided the interview in order to facilitate data collection and the results helped to improve quality of the final results for the purposive technique.

3.4.2 Questionnaire method

Under this method a set of well purposively selected questions to examine topics related to the study were used. Both open ended and close-ended questions were set and distributed to 20 respondents the size that was presumed manageable due to limited resources and time. Questionnaires were employed because of the following reasons; given that the information was written down this enabled the researcher to always refer to it in original form during dissertation writing, the different views held by different respondents were known and integrated into the study.

3.4.3 Content analysis

Here the researcher visited different libraries of *Daily Nation* and got data on how the paper has been reporting women issues over time. This data directed the researcher when setting questionnaires. It was the basis for further studies in the same field by acting as a reference book.

3.5 Data analysis

The quantitative data obtained through questionnaires was analyzed *manually* during and after data collection to generate mean, ratios and percentage according to the theme and code categories. This was used to establish the magnitude of the study problem. Further the quantitative and qualitative data was presented in a description form that involved diagrams like charts, graphs and tables. Qualitative data generated through the description of emerging issues was analyzed carefully to make respondents opinions and views represented during report writing. The data from questionnaires was inspected and edited in order to discover items misunderstood, technical terms used, detect gaps

and discard off data that never generated enough information. The responses from questionnaires were also coded; the total, mean, ratios and percentages were also generated.

3.6 Limitations of the study

The study faced the following challenges;

Some of the respondents were hostile to the researcher and this undermined cooperation with the researcher therefore failing to get the right information.

Getting the real/true data from different respondents became difficult to the researcher as some of them gave false information at some point.

There was also limitation of resources to facilitate the study as well as the constraint of time.

CHAPTER FOUR

PRESENTATION, INTERPRETATION AND DISCUSSION OF THE STUDY FINDINGS

4.0 Introduction

This chapter bears the different views given by the different respondents who participated in the study. The views are related to the literature reviewed in the previous chapter. The study aimed at examining *The Role of the Print Media in Empowering Women Economically* in Nairobi a case study of *Daily Nation*.

The study findings have been presented as per the objectives which included; How media has been addressing women issues, determining the different approaches used by the media to empower women economically and examining the influence of culture on the process of empowering women economically.

The research was based upon the assumption that the media has given more attention to the insensitive matters concerning women thus projecting them mainly as mothers and wives, instead of also addressing the issues which are bound to get them more empowered and actively involved in economic development.

Presentation is given in form of tables showing frequencies and percentages of different variables in the study. The tables represent: How the media has been addressing women issues, the approaches used by the print Media to empower women economically and the impacts of culture on the process of empowering women economically, respectively.

4.1 study findings on how the media has been addressing women issues.

After the research completion it was established that though the print media has shown a lot of effort to cover women issues, the positive sides of women's progress and their contribution for national development has not been adequately discussed in the media of communication. The emphasis on the stories about women, about their struggle for recognition is only the surface trimming. The actual message to audience still is that society opposes the liberation of women. (<http://www/media.ba.media centre>)

Oyunga pala in his weekly article 'mantalk' on Saturday magazine Jan 31 year 2009 he wrote an article dubbed "*independent my foot!*" where he was on the view that women who claim they don't need a man are only kidding themselves. Such articles/writings degrade women.

Moreover the image of the educated woman is typecast as arrogant, insensitive, self-centered, etc or the economically independent woman is shown as domineering, hard ruthless, and the cause of all the suffering around her. Most of the coverage on women issues is related to sex, prostitution, glamour, entertainment and crime.

(*Akhileshwari: 1998*)

According to Eudiah Kamonjo a poet, in her interview with Saturday magazine she said that Kenyan woman is more empowered in terms of knowledge than our own parents ever were. But there are still plenty of gaps, especially in terms of economic empowerment.

Table 1 showing the respondents views on how the media has been addressing women issues.

Coverage	Women activists	Editors of <i>Daily Nation</i>	Reporters of <i>Daily Nation</i>	Percentage %	Mean	Ratio	Total
Positive coverage	2	3	4	45	2.2	9:20	9
Negative coverage	4	3	4	55	1.8	11:12	11
Total	6	6	8	100			20

Source: primary data

4.1.1 Analysis of the findings on how print media has been addressing women issues:

Basing on the above findings regarding the way the print media covers women issues, the respondents gave their views as follows:

Those who supported media in a positive way were 9 people and among them were 2 women activists, 3 editors of *Daily Nation* and 4 reporters of *Daily Nation*.

A total number of 11 respondents gave their opinions that print media covers women issues in a negative way and most of what is covered constitute the insensitive news about women thus portraying women as delicate beings in need of men for self sustainance. Among these respondents women constituted a bigger number unlike men who greatly opposed the fact that women are given negative coverage.

Further, women activists felt that women are no longer given any coverage since the print media e.g. magazines would only use a portrait/picture of a woman in advertisements or promotions simply to benefit the media house but not to empower the women, and to them this is not coverage at all.

4.2 The approaches used by the print media to empower women economically:

In the field the respondents reported that print media has shown some effort to cover women issues through magazines, journals, newspapers and books. The researcher found out that the Nation media group publishes the *Daily Nation* and *Taifa Leo* on week days, and *Sunday Nation* and *Taifa Jumapili* on Sunday. Both the *Saturday* and *Sunday* editions have pull outs including a children's magazine. On the other days of the week they carry special sections: Football on Monday (*football Monday*), business on Tuesday (*smart company*), Society on Wednesday (living magazine), real estate on Thursday (*money-personal finance*) and entertainment on Friday (*zuqqa magazine*).

(Abuoga: 1988)

A total number of 11 respondents' ranked magazines and newspapers on the front line in attempting to cover women issues though not fully. Journals and Books were also supported by other participants. The table2 below summarizes the information above.

Table 2 showing respondents views on the approaches applied by the print media to empower women economically.

Approaches	Women activists	Editors of <i>Daily Nation</i>	Reporters of <i>Daily Nation</i>	Percentage %	Mean	Ratio	Total
Magazines	2	2	2	30	3.33	3:10	6
Newspapers	1	2	2	25	4	1:4	5
Journals	1	1	3	25	4	1:4	5
Books	2	1	1		5	1:5	4
Total	6	6	40	100			20

Source: primary data

4.2.1 Analysis of the findings on the approaches applied by the print media to empower women economically

As tabled above magazines and newspapers were credited by a bigger number (11) of the participants in the research. The respondents mentioned magazines like the *Drum*, *Parents*, and *the True love* magazine which caters for East Africa community. Newspapers on the other hand were supported by 5 respondents. Their views were focused on Saturday Nation which usually has a magazine inside and also the Saturday standard which usually has a pull out dubbed "*woman's instinct*" the participants felt that such pull outs have given a new look on women issues.

A total number of 9 respondents gave their views on journals and books. They supported their views by saying that some books like "*The Role of Women in Economic Development*" by Easter boserup is a powerful tool of information, educating women all over on how important they are in a country's economy. The book draws the attention of policy makers by making them aware of how women are vital in the economic development.

Susan Douglas's book "*where the girls are*" was also quoted by many respondents who gave views on books. They referred the book as an effective sensitizer on the role of women in economic development. The author has written more on the impact of the media on social and economic lives of women during the development of feminism in the late 20th century.

Moreover despite the vital information in such print materials, the researcher found out that very few women get access to the reading materials. This is due to lack of money, education, lack of awareness and also due to ignorance among many women. This has been a great challenge to the print media despite the efforts it has shown to empower women economically.

4.3 Impacts of culture in the process of empowering women economically

The researcher found out that many people are firmly rooted to their culture and are ignorant of change thus failure to adjust to changes that cause development. In cultural patterns poor societies are typically very traditional. Kinship groups pass folk ways and more from generation to generation adhering to long established ways of life, people resist innovation even if it promises a richer material live. (*Danfield: 1996*)

The researcher established that even when government tries to advance the country, the cultural environment becomes an obstacle to development. Cultural or religious norms in the society usually block the role of women in development, for instance denying women their rights and education results in cascading problems. Poor households continue to have many children because the woman's role is seen mainly as child rearing, and her lack of education means that she has few options in the labour force. In such settings women often lack basic economic security and legal rights; when they are widowed their social circumstances turn even more dreadful, and they are left completely impoverished without hope for improvement.

Further the researcher found out that gender discrimination is another great obstacle to the process of empowering women economically. Women are viewed as dependant beings on all issues even when it comes to decision making. This however has made the women accept to be like so.

Culturally men marry more than one wife which necessitates big families outweighing the scarce resources. Such cultural practices have created a picture that women are there to get married, produce and nothing more. This has also led to poverty because women are not empowered. Moreover this concurs with Sen's view that, in societies where women voices don't count for much, the women tend to have high fertility rates along with social and economic hardships due to lack of capacity to meet their needs (*Sen: 2000*)

The culture of dependency among women is very high whereby many women feel that it's their right to depend on their husbands for almost everything. Though the husbands have an obligation to take care of their families, women have developed a bad notion that since the man is employed there's no need for the woman to engage in productive activities. Such cultures have made it difficult for the media to empower women economically.

Table 3 showing the respondents views on the impacts of culture on the process of empowering women economically.

Cultural aspect	Women activists	Editors of <i>Daily Nation</i>	Reporters of <i>Daily Nation</i>	Percentage %	mean	ratio	total
Rigidity/ignorance	2	3	4	45	2.22	7:20	9
Dependency	2	2	2	30	3.33	5:16	6
Gender	2	1	2	25	4.0	27:80	5
Total	6	6	8	100			20

Source: primary data

4.3.1 Analysis of the findings on cultural factors affecting the process of empowering women economically

Basing on the above findings on cultural issues affecting the process of empowering women economically in Nairobi, the respondents gave their views as follows;

A total number of 9 respondents gave their opinions regarding cultural rigidity/ignorance. This was termed as one of the forms in which culture deprives the community a chance to accept and embrace dynamic changes which bring development. Among these respondents were 2 women activists, 3 editors and 4 reporters of *Daily Nation*, whereby the media people cited that as much as they try to bring women in the limelight when covering development issues some cultures do not embrace this because they've since long, known a woman's place as home.

Gender inequality was also seen as a great obstacle when it comes to empowering women 5 respondents gave their views on this whereby media practitioners supported the idea that gender inequality has been a great challenge for them when it comes to development issues. At some points they have been accused of being bias and this leaves them with a lot of pressure from both sexes.

Further, culture of dependency was brought forward as a hindrance to women empowerment. A total number of 9 respondents gave their views on dependency. They supported their views by saying that due to the high level of dependency the girl child has always been discriminated in education and in most cases she is left to do home chores unlike the boy child who is encouraged to be in the front line to acquire education and be independent. This stems from the fact that the girl child will at some point get married to a wealthy man so she is discouraged to engage in productive activities since somebody somewhere has gone to school and will cater for her needs. Such cultural practices have greatly encouraged dependency which has been passed from generation to generation. (Danfield: 1996)

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS:

5.0 Introduction.

This chapter presents the summary of the study, conclusion and recommendations. The appendices are also included.

5.1 Summary:

The overall purpose of the study was to examine the *Role of the Print Media in Empowering Women Economically*. More specifically the study assessed how the media has been addressing women issues in terms of coverage and content as well as examining the approaches applied by the print media to cover women issues. Further the study examined the cultural influence on the process of empowering women economically.

The study collected data through interviews, questionnaires and documentary review. Respondents like women activists, government editors and reporters of *Daily Nation* were highly considered. The data collected from the mentioned respondents was able to give an overview of how women issues have been addressed and also what makes women not to be fully empowered.

5.2 conclusion of the study:

The study examined the *Role of the Print Media in empowering women Economically* in Nairobi a case study of *Daily Nation*. It was upon the assumption that print media doesn't provide a balanced picture of women's diverse lives and contributions to society in a changing world. Much remains to be done in regard to the participation, portrayal and access of women to the media and its impact as an instrument for the advancement and empowerment of women. (*Abuoga: 1988*)

The following objectives guided the study, examining the approaches applied by the print media to cover women issues, examining the impacts of culture on the process of empowering women economically and how the print media has been addressing women issues.

The study established that culture has been an obstacle in the process of empowering women economically. This is caused by cultural rigidity among the people and ignorance to changes that enhance development. Some of cultural aspects which were mentioned as a threat to women empowerment were dependency and gender inequality among others.

Further the study also established that there are high levels of illiteracy among women. This is due to the discrimination of the girl child in education and lack of awareness especially in matters concerning development.

Moreover the researcher found out that print media has been addressing women issues through magazines like the drum, parents, true love, books and news papers among others. But though women are given coverage by such materials the content is full of insensitive news about women. Women's visibility in the news is still dominated by sensational stories of glamour, sex, domestic violence and other forms of violence. Stories like women coping with adversity or building their lives are largely missing. When women appear in the news they are projected as passive victims or passive reactors in public events in news media. (*Sawant: 1998*)

Women and men are rarely treated equally in the media regardless of the medium one examines. With respect to their treatment of women, the media are frequently accused of symbolic annihilation: ignoring, trivializing, ridiculing, and even condemning women. Further, news of women –centered activities or of particular women is typically reported as “soft” news and relegated to a “non news” section of the paper. (*Curran: 1996*)

5.3 Recommendations

Basing on the above findings made by the researcher, the following recommendations are proposed.

5.3.1 Recommendations on the impacts of culture in the process of empowering women economically

Community should be sensitized and empowered to abandon negative practices in their culture such as discrimination against women, cultural rigidity, and violence against women which has dragged them back in matters concerning development.

The community should be informed on the importance of empowering women on issues to do with development. Women should be enabled to make their choices, have a say in decisions that affect them, have the ability to initiate actions for development and there must be change in attitudes and increased consciousness of equal access to and control of resources in order for the women to take charge of their opportunities. Under such situation the women will be more active and empowered economically.

National people-centered development plan of action must attack the causes of a nation's domination and dependency in the world system, and the internal cultural, economic and political mechanisms that have been historically and contemporaneously used to marginalize its majority. This implies transformation of the multiple oppressions of gender, class, race, nation and Private Corporation, through participatory democratic decision making. (*Sirinivas: 2000*)

5.3.2 Recommendations on how the media should address women issues.

The media practitioners should know that empowerment requires more than just information delivery and diffusion of information. An important focus of development communicators will be to help in the process of empowerment of marginalized individuals and organization. This calls for grassroots organizing and communicative social action on the part of women, the poor minorities and others who have been

consistently and increasingly marginalized in the process of social change (*srinivas :2000*)

Moreover the media should be gender sensitive and eliminate gender biased stereotyping, as well as providing a balanced portrayal of women's diverse lives and their contributions to society in a changing world. Media should be utilized to project the true and positive image of women and wipe out her traditional passive image that has been imprinted on the mind of the society as a whole including the women.

5.3.3 Recommendations on the approaches applied by the print media to empower women economically

More effective ways to address women on matters concerning development should be used. If it's a women's magazine it should address crucial matters like how women can succeed financially and this should be based on facts like an interview with a prominent figure.

Media practitioners should make sure that whatever approach they use is affordable to the women otherwise they will fail in addressing the women.

Before disseminating any development information to women, media practitioners should do a lot of research and involve women in economic discussions in order to address the issue from an angle based on facts and truth.

5.3.4 Recommendations to further researchers

The researcher recommends the following for other subsequent researchers;

The coming researchers should research more on why women would still demand financial support from their husbands even when they are financially stable.

More investigations should be done on other alternatives to empower women economically.

Researchers should try to find out why women are always given an insensitive coverage unlike men.

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<http://www.hoot.org/>

APPENDIX A: INTRODUCTORY LETTER

Dear sir/madam

I am a student at Kampala International University pursuing a Bachelor's Degree in Mass Communication carrying out a study on the "ROLE OF THE PRINT MEDIA IN EMPOWERING WOMEN ECONOMICALLY" A case study of *Daily Nation* in Nairobi.

You are humbly requested to extend your assistance in order to make this research study successful. I pledge that the information given will be treated with total confidentiality. The research study will be useful to Kenyan people; policy makers and any other organization which would like to empower women economically. The results of the study will be provided to you on request. Your cooperation is highly appreciated.

Thanks in advance.

Yours faithfully

TERESA.

APPENDIX B: QUESTIONNAIRES

The purpose of this questionnaire is to gather information regarding the *Role of the Media* (particularly *Daily Nation*) in *Economically Empowering Women* in Nairobi. You are therefore requested to fill this questionnaire precisely and honestly because the information given will be used to improve or maintain the current ability of the media to empower women.

QUESTIONNAIRE FOR MEDIA PRACTITIONERS

1. Age -----

Sex -----

Rank-----

Number of years in service-----

2. How often do you read newspapers? Daily Weekly Not at all

3. Which newspapers do you like most? Daily nation Citizen

Standard People's

b) What sections of the paper interest you most?-----

4. a) Do you think women should be economically empowered? Yes No

b) Give a reason for your answer-----

5. What ways has the media used to address women issues? -----
-----.

6. What challenges do you encounter when covering women issues? -----

7. Are there some improvements you feel that the newspapers e.g. Daily Nation should
embrace in order to empower women economically? Yes No

If yes which ones? -----

QUESTIONNAIRE WOMEN ACTIVISTS

1 Age

Between 15-30

Between 30-45

Between 45-60

Others specify -----

2 Religion

Catholic

Muslim

Protestant

Others specify-----

3 Level of education

Never went to school

Secondary level

Post secondary level

4 Marital statuses

Single

Married

Widow

Others specify-----

5 occupations

Farmer

Business

Professional

Technical

Others specify-----

6 How often do you read newspapers? Daily Weekly Not at all

7 Which newspaper interests you most? Daily Nation Standard
Times People

8 Do you think the newspapers give enough coverage to women? Yes No

Give a reason for your answer -----

9 In what areas do you think the newspaper (*Daily Nation*) should improve in order to encourage women to cover women issues fully? -----

10 on your own view, does the government support the media in the process of empowering women? Yes No

Please account for your answer above,-----

11 Does your culture stop you from being independent? Yes No

If yes in which way,-----

12 Apart from culture, what other aspects hinder women from engaging in development issues?-----

APPENDIX C: TIME SCHEDULE OF ACTIVITIES

ACTIVITY	PERIOD	OUTPUT
Proposal writing	May 2008	Submission of the proposal for approval
Familiarization/field work	February 2008	Information gathered
Development of research instruments	March 2008	Instruments developed
Data collection	June 2008	Data analysis entered
Data analysis	June/July 2008	Data analysis
Report preparation	December 2008	Write up dissertation
Report submission	March/April 2009	Submission of the dissertation