

EXPLORING KENYAN PARLIAMENT COMMUNICATION  
CHANNELS OF PROMOTING *HANSARD* TO CITIZENS

by

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PROMOTING *HANSARD* TO CITIZENS

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DECLARATION

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I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit

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## LIST OF ABBREVIATIONS AND ACRONYMS

ADHC	Australian Diachronic <i>Hansard</i> Corpus
ASK	Agricultural Society of Kenya
BBC	British Broadcasting Corporation
COVID-19	Coronavirus
CUEA	Catholic University of Eastern Africa
DUERB	Daystar University Ethical Review Board
FGDs	Focus Group Discussions
JKUAT	Jomo Kenyatta University of Agriculture and Technology
KBC	Kenya Broadcasting Corporation
KTN	Kenya Television Network
MP	Member of Parliament
NACOSTI	National Commission for Science, Technology & Innovation
NTV	Nation Television
OECD	Organisation for Economic Co-operation and Development
TA	Thematic Analysis
UK	United Kingdom

## ABSTRACT

The purpose of this study was to explore Kenyan Parliament communication channels of promoting *Hansard* to citizens. This purpose is informed by the fact that the *Hansard* is a critical source of political awareness in enhancing the democratic process and the role of citizens in that process. The problem investigated in the study showed that there is a knowledge gap about *Hansard* among Kenyans. And the implication of this is that citizens are left in dark about the activities of their elected representatives in parliament, which in turn impedes their capacity to exercise their democratic rights confidently regarding parliamentarians. The objectives of the study were to find out how familiar Kenyans are with the *Hansard* as well as interacting with it, explore the communication channels used by the Kenyan Parliament to promote citizens' exposure to the *Hansard*, find out the preferred channels suggested by Kenyans for the promotion of the *Hansard*, and to investigate how the news media use the *Hansard* in their journalistic activities. Exploratory research design and purposive sampling method were used in the study, while data was collected using Focus Group Discussions (FGDs) and interviews. Data was analysed using thematic analysis method. Key findings indicated that most participants were not familiar with the existence of *Hansard*, and journalists deployed to Kenyan Parliament to cover parliamentary proceedings relied on the content of the *Hansard* for their news stories. The study concluded that there exists a challenge with how *Hansard* is promoted and circulated to the public. Based on the findings, the study recommended among other recommendations that Parliament should advertise *Hansard* in both traditional and new media to expand awareness level among Kenyans.

## DEDICATION

I dedicate this study to my late wife, Norah Isabella Angima for believing in hard work, particularly in academic studies. May the Lord rest her soul in eternal peace. To my brother, Dr Jared Obwori Nyang'acha, may he not lack for his invaluable moral and financial support