

MEDIA COVERAGE OF COVID-19 VACCINES IN KENYA: A CASE OF
THE STANDARD AND THE DAILY NATION NEWSPAPERS

by

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APPROVAL

MEDIA COVERAGE OF THE COVID-19 VACCINES IN KENYA: A CASE OF THE STANDARD AND THE DAILY NATION NEWSPAPERS

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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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I give the Lord God Almighty all the glory and honor for the grace and strength to undertake this study. I will forever be indebted to my supervisors, John-Bell Okoye, and Winnie Mbatha, for walking throughout this journey with me. Thank you so much for your patience and understanding.

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LIST OF ABBREVIATIONS AND ACRONYMS

WHO World Health Organization

MOH Ministry of Health

COVID-19 Coronavirus

NACOSTI National Commission for Science, Technology and Innovation

APA American Psychological Association

KEMRI Kenya Medical Research Institute

NGO

Non-Governmental Organization

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ABSTRACT

The purpose of this study was to descriptively examine the media coverage of the COVID-19 vaccines in Kenya between January 2021 and December 2021 with a focus on the Standard and the Daily Nation newspapers. Its objectives were to examine the frequency accorded to COVID-19 vaccine stories in Kenya; determine

the prominence given to COVID-19 vaccine stories; identify the sources relied upon by the Daily Nation and the Standard newspapers in the coverage and establish how Daily Nation and the Standard newspapers framed the coronavirus vaccines in the news within the period under investigation. Descriptive research design was used, and the population of the study was 500 articles of which 365 were from the Daily Nation newspaper while 135 were from the Standard. 125 articles selected from each newspaper using simple random sampling method. The study concluded that newspapers were crucial in the fight against the COVID-19 pandemic especially as an educative tool on the need to get vaccinated. However, COVID-19 vaccine stories were not given enough prominence by the two newspapers, enough frequency was also not accorded to the stories, 13 various frames were used to tell the COVID-19 vaccine story, but expert sources were ignored. From the 10 sources relied upon, the Ministry of Health was used the most. The study recommended that the Standard and Daily Nation newspapers should give more prominence to the COVID-19 vaccine stories, COVID-19 vaccine stories should be frequently published, expert sources should be relied upon more and that COVID-19 vaccine stories should focus more on the consequences of failing to get vaccinated to encourage more people to do so.

DEDICATION

I dedicate this research to my late mum Winnie Katsya Nderu for believing in me and giving me a chance to go to school. To God be the glory. I also dedicate this work to all health journalists around the world as they work towards effectively reporting on the COVID-19 pandemic from an informed point of view.

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