

**THE TELEVISION NEWS VIEWER AND THE TELEVISION NEWS
ENCOUNTER: A STUDY OF A COMBATIVE COMMUNICATION SPACE**

BY

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DECLARATION

DECLARATION BY THE STUDENT

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DEDICATION

This research report is dedicated to the following – To my father and my mother, Jotham and Grace, my two supervisors Professor O. Bigambo and Dr. P. Masibo and to my three children and wife. John, Jotham, Grace and Mary.

Above all I honour the Living God who has always been there for me.

ABSTRACT

Television news has been studied from a number of perspectives. Few studies have however focused on the moment of viewing from the perspective of the viewer – the moment of the encounter between the television viewer and the television news. Therefore the aim of this research was to investigate what took place at that moment of encounter as described by the viewer. Its specific research questions were: –what kinds of viewers are present at the encounter between the viewer and the incoming television news? What could be specific television news forms which attract the viewer? and lastly, what is the nature of the encounter process between the viewer and the incoming news? The research was guided by a critical theory perspective and was carried out in Kiambu, Kajicho, Machakos counties and in two additional sites in Nairobi. It was justified because what happens at that moment of encounter is important in defining the nature of television news communication from the standpoint of the viewer. It should be of interest to television news research and the practitioner. Meanwhile, the research involved a phenomenological method within the qualitative research approach relying on the diary method but also using the face to face indepth interviews, and the focus group discussion techniques of data generation. Sampling was done purposefully and 58 research participants were identified for the research. Data was analysed using thematic coding and specific procedures were adopted to achieve trustworthiness and ethical requirements. The study had three key findings – that the television viewer is a disturbed, reflective, and dominating person at the moment of encounter with in coming news; that an epic news genre dominates the encounter between the television viewer and in coming news; and lastly, that the key process at the encounter is one of relating reported reality to viewer convictions. The study concludes that this is a significant investigation offering a fresh perspective of looking at communication of television news. It has potential for further development around viewer and television news encounter studies.

TABLE OF CONTENTS

DECLARATION.....	II
DEDICATION.....	III
ABSTRACT.....	IV
TABLE OF CONTENTS.....	V
DEFINITION OF TERMS.....	XII
CHAPTER ONE.....	1
1.0 INTRODUCTION.....	1
1.1 OVERVIEW.....	1
1.2 BACKGROUND.....	1
1.3 RESEARCH PROBLEM.....	2
1.4 THE RESEARCH QUESTIONS.....	3
RESEARCH CLAIMS:.....	4
1.5 RESEARCH METHODOLOGY.....	5
1.6 GUIDING THEORY.....	6
1.7 SIGNIFICANCE.....	6
1.8 JUSTIFICATION.....	7
1.9 LIMITATION AND SCOPE.....	8
1.10 THE KENYAN TELEVISION CONTEXT.....	8
1.11 SUMMARY.....	11
CHAPTER TWO.....	12
2.0 LITERATURE REVIEW.....	12
2.1 CONCEPTUAL TYPES OF NEWS VIEWERS.....	15

2.1.1	<i>Encounter process types</i>	15
2.1.2	<i>Encounter Process Types and their Triggers</i>	17
2.1.3	<i>Encounter Process Types and Aspects of the Research Questions</i>	18
2.1.4	<i>Heavy and Light Viewer Types</i>	19
2.2.5	<i>Interacting, Purposive, and Practising Viewer Types</i>	20
2.1.6	<i>Demographic Viewer Types</i>	21
2.1.7	<i>A Summary of Viewer Types</i>	22
2.2	THE ENCOUNTER.....	22
2.2.1	<i>Encounter Process and Master Symbols</i>	23
2.2.2	<i>The Symbol, the Iconic, the Indexical</i>	25
2.2.3	<i>Symbolism in Imagined Account</i>	26
2.2.4	<i>News as Dramatic Epic Account</i>	27
2.2.5	<i>The Priming and Script Master Symbols</i>	29
2.2.6	<i>Mental Image and Mental Model Master Symbols</i>	29
2.2.7	<i>Warning and Instrumental Surveillance Master Symbols</i>	30
2.2.8	<i>Mental and Emotional Maps Master Symbols</i>	31
2.2.9	<i>A Summary of the Master Symbols</i>	31
2.3	VIEWING AND VIEWER PREOCCUPATIONS.....	32
2.3.1	<i>Perception of Priorities in the I and they</i>	32
2.3.2	<i>Viewer's Information Needs</i>	33
2.3.3	<i>Defining the Situation</i>	35
2.3.4	<i>Viewer content and genre preference</i>	37
2.3.5	<i>Change and Conflict Preoccupations</i>	38
2.3.6	<i>News and self identity preoccupation</i>	39
2.3.7	<i>Discerning conditions, resources in situations and self-identity</i>	40

2.3.8	<i>Social and other self-identity preoccupations.....</i>	41
2.3.10	<i>Encounter as site for self-disclosure.....</i>	43
2.3.11	<i>Viewer and rising tide of social excitement preoccupation.....</i>	44
2.3.12	<i>Viewer and an overarching thought lens.....</i>	44
2.4	THE HYPERTEXT.....	46
2.4.1	<i>Viewer appropriation and class.....</i>	46
2.4.2	<i>Varied content and viewer affinity content.....</i>	47
2.4.3	<i>The montage and the cumulative bulletin message.....</i>	48
2.4.4	<i>News and intimatization.....</i>	49
2.4.5	<i>Encounter as a psychological site of creation, reproduction and transformation.....</i>	50
2.4.6	<i>News and the intellectual component of the hypertext.....</i>	51
2.4.7	<i>News as an attacker hypertext.....</i>	51
2.4.8	<i>News as a hypertext of despair.....</i>	51
2.4.9	<i>Summary of news as hypertext.....</i>	52
2.5	NEWS GENRE AND HYBRIDS.....	52
2.5.1	<i>Pictorial composition aesthetics.....</i>	53
2.5.2	<i>Epic, montage aesthetic.....</i>	53
2.5.3	<i>Shot composition and the aesthetic text.....</i>	54
2.5.4	<i>Dramatic shots for the eye.....</i>	55
2.5.6	<i>Voyeurism and news genre.....</i>	56
2.5.7	<i>News and the spirit of the machine.....</i>	57
2.5.8	<i>News as a futuristic genre.....</i>	57
2.5.10	<i>The a action news genre.....</i>	59
2.6	THEORY AND THE ENCOUNTER SPACE.....	60

2.6.1 <i>Encounter process as confrontation</i>	60
2.6.3 <i>Phenomenology and the encounter process</i>	62
2.6.4 <i>A clash of two theories and the encounter process</i>	63
2.6.5 <i>Modernity, post modernity and the encounter process</i>	63
2.6.6 <i>The notion of an invisible ideology and the encounter process</i>	64
2.6.7 <i>Encounter as an interaction process with consequences</i>	64
2.6.8 <i>The process and the character of “fleeting encounters”</i>	65
2.6.9 <i>Naturalism and the encounter</i>	66
2.7. THE EXPLOSIVE FUTURE AS CONTEXT.....	66
2.7.1 <i>Television news and the new media</i>	66
2.7.2 <i>Current viewer and market behaviour</i>	69
2.8 LITERATURE REVIEW SUMMARY AND RECONSTRUCTION.....	72
2.8.1 <i>Viewer types</i>	72
2.8.2 <i>Master Symbols</i>	73
2.8.3 <i>Preoccupation</i>	75
2.8.4 <i>Viewer interaction</i>	76
2.8.5 <i>Hypertext</i>	77
2.8.6 <i>Conclusion</i>	78
2.9 DEVELOPING THE RESEARCH QUESTION.....	78
2.11 PHILOSOPHICAL REFLECTIONS.....	80
2.12 <i>The Larger Philosophical arguments relevant to the study</i>	81
CHAPTER THREE.....	88
3.0 RESEARCH METHODOLOGY.....	88
3.1 INTRODUCTION.....	88
3.2 THE PHILOSOPHICAL FRAMES:.....	90

3.3 BACKGROUND TO THE PHILOSOPHICAL POSITIONS.....	91
3.0 DATA COLLECTION METHODS.....	101
3.4.1 <i>The Diary Method</i>	101
3.4.5 <i>Biographical history logs</i>	111
3.4.6 <i>The Focus Group Discussion Method</i>	112
3.4. 7 SAMPLING.....	119
3.4.5 SCENE QUESTIONING.....	126
3.6.2 ETHICS.....	129
3.6.3 <i>Trustworthiness</i>	130
CHAPTER FOUR.....	133
4.0 DATA PRESENTATION, ANALYSIS AND INTERPRETATION.....	133
4.1 OVERVIEW.....	133
4.1.1 <i>Research Question 1: What Viewer Typology Constructs at the Encounter Between the Television News Viewer and the In Coming News?</i>	134
4.2.1 <i>Viewer types</i>	134
4.2.2 <i>Viewer motives</i>	151
4.3 RESEARCH QUESTION TWO: WHAT TELEVISION NEWS AESTHETICS EMERGE AT THE NEWS VIEWER AND THE TELEVISION NEWS ENCOUNTER?.....	163
4.3.1 <i>News genre in terms of form</i>	163
4.3.2 <i>The viewer affinity aspects of the hypertext</i>	169
4.4 RESEARCH QUESTION THREE: WHAT IS THE NATURE OF THE ENCOUNTER PROCESS IN REGARD TO INTERTEXTUALITY, MASTER SYMBOLS, VIEWER PREOCCUPATIONS, AND IDEOLOGIES OF CHANGE AT THE ENCOUNTER.....	183

4.4.1	<i>Master symbols in viewer and in the incoming news.....</i>	183
4.4.3	<i>The intertext between viewer preoccupations and in coming news.....</i>	195
4.4.4	<i>Emergent change ideologies at the encounter.....</i>	199
4.4.5	<i>A summary and a selection of keyfindings generated through the three research questions.....</i>	209
4.4.6	<i>Viewer, Intertext, Master Symbols, View Preoccupations, and change ideologies.....</i>	210
4.4.7	<i>Research Draft Claims.....</i>	212
4.4.6	<i>Interpretation.....</i>	221
4.5	RESEARCH CLAIMS AND THEORY.....	234
4.5.1	<i>Change news.....</i>	235
4.5.2	<i>Process of intertext.....</i>	244
4.5.3	<i>The montage/epic genre.....</i>	247
4.5.4	<i>Change and definitions as news values.....</i>	249
4.5.5	<i>Emotions at the encounter.....</i>	250
	CHAPTER FIVE.....	257
5.0	DISCUSSION, CONCLUSION AND RECOMMENDATIONS.....	257
5.1	DISCUSSION.....	257
5.1.1	<i>The encounter process and the viewer portrait.....</i>	257
5.1.2	<i>The encounter process as dominated by a process of intertext, filtering and</i>	260
5.1.3	<i>Viewer preoccupations critical at the encounter process.....</i>	263
5.1.4	<i>There is a dominant television news aesthetic at the encounter.....</i>	264
5.1.5	<i>Strong emotions emerge in viewer at the encounter.....</i>	265
5.1.6	<i>The viewer – news- encounter typology.....</i>	265

5.2.1 <i>Discussion on theory</i>	266
5.3.1 <i>The research questions and the research answers</i>	276
5.2 CONCLUSION.....	277
5.3 RECOMMENDATIONS.....	277
REFERENCES.....	279
APPENDIX I: THE VIEWER’S DIARY.....	281
APPENDEX II: THE IN-DEPTH INTERVIEW SCHEDULE.....	283
APPENDEX III: THE OBSERVATION GUIDELINE.....	285
APPENDIX IV: THE FOCUS GROUP DISCUSSION GUIDE.....	287
APPENDIX VII: - DIARY RESPONSE RAW CELLSAMPLES.....	292
APPENDIX VIII: SUMMARY OF RESPONSES SUMMARY OF RESPONSES IN KEY CLUSTERS.....	316

DEFINITION OF TERMS

Encounter - A meeting between the television news viewer and the news and therefore a communication space in which the dynamics of human interaction will take place. An encounter also suggests unexpectedness and in instances a confrontation. In sociological studies from where the phrase “Fleeting Encounters” is adopted, the short lived meetings between members of society are pregnant with cues of dominant discourses in that particular society. In this case then, the fleeting encounters, the brief short lived meetings between the viewer and the in coming news it is expected would have traces of such societal conversations. The examination in the study is to see if these traces are significant enough to give character to the encounter. The term encounter too has a military confrontation connotation. A research enterprise is a search. Are these applicable and could there also be others?

Preoccupation - that which the mind and heart linger on or seem anchored upon. The research started with assumption that income and issues around income would be prioritized by the television viewer but it turned out that the viewer at the encounter was more preoccupied with change at the national and society level and how events happening in the country were clues to the viewer of the status of the change which the viewer was so thirsty for. At the end of the research the viewer is constructed as a change-being and the selection, interpretation, and experiencing of in coming television news is carried out from this orientation. The research therefore aimed to see if viewer preoccupation played any role at the encounter and searched to see key preoccupation this could be. At the end too, the national change fixation is interpreted to also reflect a self and a self identity preoccupation. At the depth of being the viewer yearns for a radical change in his or her own self identity.

Modernity – An ideological phrase which captures a thought system of how change and development in society and the nation is expected to take place. The trajectory of modernity has been active in the world for the last two hundred years having originated in Europe and spread to the rest of the world through colonialism and subsequent post colonial thinking and practice. At the heart of it is a core place for science and technology, individualism, belief in a free market arrangement, and in values of rationality and equality. As it was manifested during colonialism, modernity’s method and view is to eliminate the past and to establish the new. A child of industrialization and what is referred to as the enlightenment project, it moves in “the spirit of the machine”, and as a new machine is ruthless in its replacement of the one it finds,, so is modernity. The western countries’ ways are associated with this

modernity. In notions of hegemony, the research examines how these are either absent or present as the research also uses modernity to explore the mind horizons of different viewers. Crucially, it is a key factor as the research explores the degree of passiveness or activeness of the television viewer.

Fuse— a container filled or saturated with combustive matter. In the research, self identity and the epic/montage national story master symbols were the combustive matter ignited by news of inertia or movement at the national change frontier or by the definition of the national situation. The research suggested that the mind completes its conclusions as it quickly brings information from the senses as well as from advisories in the mind. The two fuse and the stronger has greater say in the conclusion arrived at. The research further explores the notions of fuse and combustion and the transformative result that is implied. Is this a nature at the encounter?

Filter – a filter is a device that allows something to pass through it after blocking what it considers as impurities – it blocks these and allows the pure to pass through selectively. In the research, viewers are extremely selective and only allow their minds and heart to engage on two to three news reports in every news bulletin. Filtering is a dynamic in the gate keeping theory of mass communication. While the focus mainly is on content processing and production, the theory also argues that audiences too select certain kinds of content and specific parts of a message and leave out the rest. Similarly, filtering also is an aspect of the selective perception concept. An important part of the research was to examine why the viewer would select continuously certain kinds of content and messages for attention, would filter the incoming news. Crucially, the research would examine if there was the pure and how such was defined by the viewer.

Master symbol – conclusions and conviction in a person's mind that are below the surface and which come alive at the presence and recognition of related stimuli or communication. The research theorizes that the master symbol has a place in the communication process during the encounter between the television news viewer and the incoming news. Adopted from propaganda literature, the master symbol is expected to be the aim of political communication. It is planted and nurtured in the minds of audiences by the media with the aim of creating an orientation and perspective in the thinking and action of such audiences. The research argues that the news viewer has strong orientations as he or she interacts with incoming news. It

does not pursue the line whether the media is the source of these orientations. The study's main focus is how the orientations influence the encounter process itself, if at all. It also examines if it is one key master symbol or a number of them and if the latter, if they are connected in any way at the encounter.

Intertextuality –a process in which symbolic cues of a phenomenon communicate to cues of another phenomenon in meaning construction. It refers to how a text is given.

CHAPTER ONE

1.0 INTRODUCTION

1.1 OVERVIEW

This is a qualitative investigation examining the moment of encounter between the television viewer and incoming television news. The Study conceptualises that moment as a communication encounter moment and seeks to examine its nature using what it considers as key lenses of perspective. This is with the aim of arriving at a greater understanding of this encounter.

Chapter one is an introductory one. It has a background section, statement of the research problem, research questions, research methodology, significance of the research, its justification, scope and limitations of the study, research findings, conclusion and thesis, and a section situating the research in the field of communication and media scholarship.

1.2 BACKGROUND

This is an audience research on television news. The research focuses on the moment of encounter between the viewer and the incoming news and therefore the nature of this encounter from the perspective of the viewer. More specifically, it examines its features, the process of this encounter, its core determinants, and its link if any with viewer preoccupations. It investigates if these or some of them connect or fuse into something strong and illuminating that defines the nature of the encounter. The assumption of the study is that if what happens at the encounter can be apprehended,

interrogated and its interconnections constructed, it could bring out some aspects which may provide a deeper and a broader understanding of television news.

1.3 RESEARCH PROBLEM

News in broadcasting is well researched and this is mainly for four reasons – it is a prime time viewing offering by both radio and television and therefore a core attraction point for selling of audiences to advertisers; it provides a major reason for broadcasters, the sector, and the professionals, to justify their role and service to society; critics have used it as one of the examples of negative and harmful effects of media to society and the society's structures and values; and lastly, it has been used in scholarship to examine efficacy of different theories of media and communication. In each of the first three, a specific area of research has been involved including the market research mainly to assess competition by different channels and of programmes by a particular channel; the content analysis research mainly looking at different kinds of informational content frequent in news; and the media effects line of research focusing on such areas as violence and its glorification in the news or the moral panic potential in news portrayals. The fourth has been used by researchers across the spectrum of media source, channel, content, audience and media effects in which news has been used to theorise over each of these areas. The current research also builds on some of the aspects brought out by some of the theories and localizes the investigation in Kenya among selected research partners. A core line of argument of the current research is that much of the research has looked at each theoretical perspective independent of the others and yet there may be an interconnectedness and a fusion or a gestalt process and construct. The research expects that by focusing on this very moment of encounter between the television viewer and the news and

examining both the immediate raw data and constructs of that moment of encounter, some clarity of what really happens among the selected research partners would be achieved. In this localized way, this may offer some insights to further help understand the phenomenon of television news along its communication.

There is a gap in the investigation of the moment of encounter and a comprehensive view of its features, process, core determinants as well as the link if any with viewer preoccupations.

1.4 THE RESEARCH QUESTIONS

The aim of the current study was to examine the nature of the encounter between the television news viewer and the incoming news and to examine if it is linked to viewer preoccupations, an intertextuality process, if any news aesthetics emerges or constructs at that moment of encounter. The research considers this encounter as a communication space. As such the key players at each end of the communication and the process of the communication become the focus of the investigation. The nature of the encounter and the focus stipulated would be examined through the following research questions –

1. What types of television news viewers are present at the encounter between the viewer and the news?
2. What television news aesthetics construct at the viewer and news encounter?
3. Lastly, what is the nature of the process of the encounter between the viewer and the incoming television news?

Research Claims:

The study at the end proposed six claims in respect of the nature of the encounter between the television viewer and the incoming news from the perspective of the research viewers. They were that:-

- 1) A three dimension meta symbol of modernity, self-identity, and a change epic/montage national story, influences the selection, interpretation and experiencing of incoming television news.
- 2) Television news viewing is dominated by a process of intertextuality between incoming news and the dimensions of the meta symbol in viewer. The latter are the filters through which what has happened is apprehended as well as the fusion points where reported reality is amplified and intensified
- 3) The epic/ montage hyper genre that constructs at the encounter between the television viewer and the incoming news re-assembles the brief, scanty, and un-connected news reports into a powerful communication between the viewer and the news. The epic/montage hyper genre is the dominating aesthetic in the television news under study
- 4) Change and definitions are viable news values; news viewing produces strong and disturbing emotions in the television viewer.
- 5) Finally, the viewer and the news encounter construct a typology of interrelated affinity sketches.

The study further collapses the claims to provide direct and leaner answers to the research questions as follows –

- i) that the television viewer is a disturbed, reflective, and dominating person at the moment of encounter with incoming news;
- ii) that an epic/montage news genre constructs and dominates the encounter between the television news viewer and the incoming news; and
- iii) that a three dimension meta symbol influences the selection, interpretation, and experiencing of incoming news in viewer.

The research had hoped that through the research questions the important moment of viewer and news encounter would be explored in its dynamic state and the understanding that would follow would offer new insights for scholarship and practice.

1.5 RESEARCH METHODOLOGY

Meanwhile, the study used the qualitative research approach expecting that as it set out to examine subjective processes and constructions in viewer, this approach would be the most fruitful. The ontological position therefore taken is constructive, the epistemological one interpretive and theIn the interpretive perspective the research uses the discourse analysis approach to put together its research design and execution.

Apart from the indepth interview and the focus group discussion methods, the selected viewers filled in a diary each evening for seven days after watching the 9 o'clock evening news. They also recorded a daily log of their day's activities which was expected to document in some way the context of the evening encounter. The selected viewers also filled in a brief biographical life log and the research had expected that glimpses of uniquenesses would help explain differences in the research

findings. In the research, thirty viewer- respondents were selected from Kibera and Korogocho areas of Nairobi, and others from Kiambu, Kajiado and Machakos counties. Another twenty eight viewers were selected from four of these sites for the focus group discussions.

1.6 GUIDING THEORY

From another perspective, the research considered that it would be fruitful to be open to a number of theories which would be useful in investigating the research questions. An eclectic approach was therefore found to be most appropriate for the investigation. The functionalist theories of surveillance and uses and gratification theories, the reception theories, the modernity and post modernity theorizing as well as the consciousness and intentionality aspect of phenomenology were of great value to the research. Phenomenology was selected as the more appropriate qualitative research tradition to guide the current study.

1.7 SIGNIFICANCE

The investigation is based on the theoretical gap identified in the problem statement that little research has been carried out regarding the moment of interaction between the TV viewer and in coming news. An understanding of such an encounter has the potential to construct a number of ways in which the viewer experiences such news and subsequently provide resources for a more viewer centric theorizing and practice. In a developing country like Kenya each institution has a chance to play a key fulcrum role in the area of its societal mandate and television needs to keep learning in order to meet this continuous obligation. News easily links the ordinary viewer to

what has just happened at the national scene and the sense making by viewer at that first moment would be significant. Currently, studies in news have focused on its information component rather than a carrier of and a trigger of emotions which this research examines. Emotion is a critical resource in change. If it is possible to understand the very causes of emotions constructed in viewer at the encounter that also becomes a guide to scholarship and to practice. Meanwhile, much of existing research has either looked at effects, functions, news production, and reception separately. A comprehensive view of the moment of interaction becomes multi-dimensional and this is important. Similarly, the intention to examine if each news story is linked to other past incidences in the mind of the viewer, fitting into a continuous dramatic on going story- an epic view of news is new and significant. It challenges the view that the short, unconnected, un-backgrounded news items cannot bring comprehension to the viewer and introduces a fresh perspective in examining the carrier capacity of television news.

1.8 JUSTIFICATION

The focus of the research is the moment of encounter between the television news viewer and the in coming news. It is conceptualized as being both a communication space as well as an encounter. The research argues that the possibilities offered by this conceptualization may bring a fresh way of understanding television news. In addition, the research prioritizes the viewer's self disclosure reports through the diary tool for seven evenings of watching the news. The inner constructions by viewer would be expected to provide a kind of primordial data that would be rare and would help create greater understanding of the nature of the encounter.

1.9 LIMITATION AND SCOPE

This is a qualitative study. Its findings are specific to the research sample. However the field context in each research site is explained for purposes of transferability. Meanwhile, while the research aims at examining the nature of the moment of encounter, it selects the construction of the viewer at that moment, the process, and the aesthetic that emerges. The study limits itself to these three.

The study involved fifty eight respondents thirty of whom it involved for two phases of the study consisting of the diary and the face to face indepth interview. The twenty eight respondents involved in the focus group discussions were drawn from the same research sites. It was carried out in the months of March and April 2014.

1.10 THE KENYAN TELEVISION CONTEXT

Meanwhile, it is important to note that the research on television news in Kenya was carried out at a moment in the country's history that involved five kinds of changes. First, the television regime in the country was about to undergo dramatic changes with the move to digital migration. Several news players would come on board significantly including non-commercial ones such as foundations, advocating civil society; universities; and hundreds of global channels were to be easily accessible. Content would be expected to change as well as type of presentation. It would be important to understand the Kenyan viewer at the brink of these changes as benchmark. Secondly, Kenya is undergoing continuing changes in political and social fields as part of the democratization dispensation that started two decades ago and that is global. Each Kenyan is drawn into becoming more and more a public sphere person. Television is a vivid and engaging platform where the public sphere contests,

conversations and reality are brought to the private sitting room of the Kenyan viewer. Thirdly, the country expects that an unprecedented number of Kenyans are now entering the middle income blanket category of the population. From the early days of mass media, media has always targeted a country's middle class. It is a category that is vocal, learned, influential, and in a developing country like Kenya, vulnerable and restless. Many of Kenya's television news viewers will be made up of this category. But a key hindrance to having television in Kenya has been lack of electricity at homes. Currently, a major electrification programme is under way which in a year's time is expected to enable half of Kenya's households to have electricity. This will transform the current status of television into becoming a greater player as a mass medium. It is important to know, if in the Kenyan context, television news will diminish in its importance or it is part of something larger.

Fourthly, the country is undergoing changes in its leadership demographics. From county representatives to the president, a relatively young category of the population is occupying decision making positions. Television will enable such people to access national and international conversations in order to remain abreast of significant issues.

Lastly, there are changes in the levels of confidence in Africa. From little clouds of innovations particularly in the ICT software field but also as part of youthfulness in leadership, there are emerging signs of a new spirit of self-awareness and presence. This is important in birthing a new people and continent. As a medium of un-equal potential in presenting a visual, emotional, and an intellectual picture of reality, television and television news can be part of this enterprise. It is therefore important

to understand its capacities, its vista in relation to the news viewer. It is possible for the news to either undermine such a spirit or support and help it to increase.

These five changes form part of the context of the focal point area of the current study.

1.11 ETHICAL CONSIDERATIONS

Meanwhile, three ethical considerations are prioritized. This is a qualitative study aiming at capturing and examining inner thoughts, feelings, dreams, private standpoints of persons to whom the researcher and his assistants are strangers. In addition, part of the study takes place at the private hour of 9 pm. Lastly, the study asks the research partners to share their lives narratives with the researcher. Confidentiality, informed consent, respect to participant's privacy were adhered to. Above all the respect and assumption as well as sensitivity that the participants were intelligent and would have a key contribution to the study oriented the whole process of the research initiative. At the end, this was an interpretive study. Both the researcher's etic considerations and the participant's emic considerations were brought to the table. The researcher aimed to let the participant's considerations and fusions, drive the research and its final sketches.

On the other hand, those who were to fill in the diary and the life log would be doing this on their own. It was much to ask of somebody (i.e to fill an 18 question diary each evening after watching the news for seven days.) The research trusted that, each participant upon agreement would move with integrity. Initially, it would be important to share with them the importance of the study. A daily phone call was to be made to

encourage and receive an update. Midway in the week, a visit was also to be made. Meanwhile there were issues of trustworthiness which would also be attended to.

1.12 SUMMARY

Chapter One gives an overview of the thesis report explaining the purpose of the investigation, the specific questions asked, the philosophical field and the subsequent research methodology, significance, justification, scope and limitations, as well as a sub-section detailing the situating of the research in the discipline of communication and media.

The study report has this first chapter of introduction, a literature review chapter, a methodology chapter, a fourth chapter of data presentation and analysis, and a final chapter of discussion, conclusion and recommendations. It is a broadcasting research account and the report adopts the unique broadcasting style of short sentences for clarity and emphasis. Current qualitative research encourages more expressive reports different from the hard -line language associated with the concept of objectivity in quantitative research. It also uses present tense language again as used in broadcasting

CHAPTER TWO

2.0 LITERATURE REVIEW

Chapter 1 provides a brief description of the focus of the study. This chapter details what scholars and some other researchers have thought and concluded in relevant aspects of this investigation and uses these as trigger to concerns of the current study. As stated in Chapter 1 the study uses the present tense and leans more towards a conversational approach of delivery. This is in line with the character of broadcasting and with contemporary delivery modes in qualitative research which encourage uniqueness and self-expressiveness of the research account.

The aim of the study is to examine the encounter of the television news viewer and the television news. It is to examine and interpret its nature as described and interpreted by the news viewers in terms of its features, the difference or variation in experiencing such news, the tap roots, roots and key roots nurturing the emerging understanding, the context of this encounter, and the consequence of every aspect. The hope in the research engagement is that a new world of the television news viewer in this localized study will emerge and this hope will be the very orientation of the inquiry.

The review explores literature around the three research questions with the aim of examining that which is known in regard to aspects of each and where there is a gap in knowledge and attention. Specifically, the research focuses on the dynamic outcome of the viewer who constructs at the encounter, the news aesthetic that emerges, and the sketching of the encounter process in its nature of becoming. This is in line with the three research questions stated as follows –

- (i) What is the typology of the television news viewer that constructs at the encounter between the viewer and the incoming news?
- (ii) What television news aesthetic emerges at the encounter?
- (iii) What is the nature of the encounter process that constructs?

While maintaining an open mind so that data from the field takes charge of the process towards the making of claims, the research anticipates that the first research question will examine specific aspects such as viewer mind engagement with incoming news, viewer emotional experiencing of incoming news, viewer degree of vigour or passivity internally and externally, as well as the gestalt construction of this viewer who emerges in news watching. Similarly, the second research question is based on the assumption that there is an intrinsic invisible attraction of viewer to the dramatic story of national happenings particularly in regard to the national change movement in the country. But not just this, most major news stories echo past events and each news item is a new episode of an oncoming epic of the reality story. The viewer in this study is conceptualized as being drawn aesthetically to this dramatic epic in which he or she is at once an observer as well as a passionate participant. Meanwhile, apart from this epic aspect, the study will also explore television news art-forms which the viewer constantly seems to select both as defined by form and content.

The third research question has three key aspects which the study priorities at the beginning. They consist of the intellectual viewer engagement, emotional viewer engagement, viewer motives at the encounter, viewer preoccupations, and traces of any strong viewer convictions which may orient the selection, interpretation, and

experiencing of incoming news by viewer. In this last aspect, the research proposes to explore if there could such an orientation in regard to change.

The three research questions are linked together. As would be expected in a communication setting, there is the communicator, the message, and the viewer. The pedigree of each will influence the communication that takes place. In turn the communication encounter will itself transform the pedigree of each.

Meanwhile, the research bears in mind the principle that in qualitative research, theory must proceed from data. Therefore, following literature would be expected to provide an entrance into the room. The view in the room of the understanding which would develop could easily be another matter.

The key concepts in the study are the viewer, the television news, and the encounter. The current investigation suggests that their interaction has a gestalt effect that transforms each of them. The review starts with the television viewer. The first research question examines the type of viewer who constructs at the encounter. The research expects that an understanding of such a viewer at once also reveals important features of the encounter, explores its variations, experiencing and aspects of its determinants. The review first explores different types of viewer which research and scholarship have produced. It then examines how each key characteristic has inference on the kind of encounter or engagement that the person would have with incoming news. Finally, the review explores viewer typology along the cumulus construction of viewer passivity or activeness and what this means to the nature of the emergent encounter. Under the sub-heading viewer who constructs, the review examines the encounter process viewer types, the kind of encounter which this kind of

viewer defines, the concept of heavy and light viewers, and viewer type by key motives under uses and gratifications considerations.

2.1 CONCEPTUAL TYPES OF NEWS VIEWERS

2.1.1 Encounter process types

The research has visualized a communication space with three participants consisting of the viewer, the news maker or source, and the television channel. The research argues that the viewer reads meaning in what is being said and shown just as it is in an engaging communication set up. Robert Allen in his influential book, *Channels of Discourse* points out that critics read into the television text. The research argues that it is not just the critics but also the ordinary viewer. Allen (1987) offers categories of text readers which the research, adopts as being potentially useful for its news viewers. He writes of three types of relationships in discourse channels between reader and text, “a mutually sustaining collaboration”, “a surrender to the thoughts of another”, and “a battle of wills between intentions of the reader and those of the author” (Allen R. 1987, p77).

Television today is an important channel of discourse or put in another way, an important channel of societal conversations and symbolic devices of order. Those who watch television news access a site of contending discourses. Are these categories – the collaborative viewer, the surrender viewer, and the resistance viewer the categories that the television viewers construct in their own situations? If they are, what is the direction and degree of collaboration or of resistance as perceived by

them? What is the degree of surrender? How do research participants explain the reasons for their disposition?

But what will be meant by collaboration in the study? From the quotation above, it is clear that the reader works with the writer to produce meaning. In the case of the news, it will be to expect perhaps that the viewer receives the message in the news item including the inner message from the media and elaborates it further. One may consider this as the mental aspect of collaboration. The study also suggests an emotional collaboration between the viewer and the incoming news or in other words the viewer and the accounts giver from the media. Such an emotional collaboration may mean that the news viewer goes along with the feelings promoted by the news account and either deepens them or reduces their potency. For both the mental aspect and the emotional aspect of collaboration, the study seeks to understand the nature of each. But the term elaborate may mean to expand or to detail. Can collaboration also result in a reconstruct? The study will be keen to observe and analyze the nature of the encounter in this regard.

As for the surrender viewer, the study uses the meaning as given in the quotation – surrendering to the voice of the writer, in the television news case, the voice of the account giver. Again, mentally and emotionally, unquestioningly and with no resistance to the emotional feelings intended. Will this be the case with the television viewer?

Finally, the concept of a resistant viewer is again adopted from the meaning above. The viewer resists both mentally and emotionally what the account giver presents in terms of what the news event means and resists the emotions the account giver urges.

The argument of the study is that the character of the viewer who comes to the communication space between the viewer and the incoming news influences the nature of the encounter.

2.1.2 Encounter Process Types and their Triggers

Meanwhile, the focus of the research is the encounter of viewer and the television news. The research suggests that the nature of this encounter – its fleeting-ness, its power relations, its variation, and its potential consequences as perceived by the viewer – the nature of this encounter relates to the viewer disposition as discussed above. A collaborative viewer assumes different power relations with the account giver as compared to the surrender viewer or the resistant viewer. What about the degree of fleeting-ness – would it vary depending on whether one was a collaborative viewer or a surrender viewer, or a resistant viewer? The study will examine if this will be the case.

Allen's terminology of "mutually sustaining" is extendable to the news watching activity as noted in cultivation, agenda setting, feminist and other studies. There is a continuous message. There is continuity in the news topics and events from day to day, month to month, and year to year. There are continuous acts of viewing at set times – routinized times and therefore continuous encounters in such times. The three acts of collaboration, surrender or resistance are therefore themselves continuous, or are they? Is a collaborative viewer for instance, always collaborative?

What about the word “mutually”? The two parties participate in sustaining the collaboration, the surrender, the resistance. Will this be the case in the research? Meanwhile another aspect of interest would be to find out if a viewer may criss-cross along the three types of collaboration, surrender, or resistance for particular reasons, therefore becoming a dynamic viewer in this context.

The study will explore the possibility of the four types of news viewers and will attempt an outline of each category. But the encounter that then defines the viewer is of great interest. Are these categories the real ones from the perspective of the viewer? Do they reflect the nature of the engagement between the viewer and the incoming news?

2.1.3 Encounter Process Types and Aspects of the Research Questions

The different types could also be compared along information generated by the other key aspects of the research questions. - the viewer categories versus viewer perception and mega-symbols, viewer watching and preoccupations, the interaction experience in viewing and viewer change-thoughts and feelings, viewer and genre assessment, the viewer and the hypertext, and the viewer and motives for viewing. These would be compared among the different types of viewers – the collaborative, the surrender, the resistant, and the dynamic viewer. In turn, it would be interesting to examine how each aspect contained in the objectives colours or has a bearing on the nature of the encounter itself. Do viewer preoccupations, the mega-symbols, the interaction experience in viewing, viewer change thoughts and feelings, viewer and genre assessment, the news hypertext, and the motives for viewing - colour or influence the

encounter? The second exploration of conceptual types is from contemporary media theories again extending the discussion on viewer types.

2.1.4 Heavy and Light Viewer Types

Baran & Davis (2006) note of two types of viewers identified by cultivation studies – the light viewers and the heavy viewers. The studies conclude that after continuous repetition of images, themes, values and social reality by television over a period of time, television cultivates in heavy viewers these as the social reality in society (Baran S. & Davis D. 2006, p 334). In other words this would be an over-time-surrender viewer.

Perhaps the incidence of mobile television reception through the iphone and through receiving television on the laptop computer produces an even more intense heavy television news viewer – the intense heavy viewer. These technologies are quickly driving a new emerging world of television viewing that the review discusses below under the subtitle ‘The explosive future’. A new generation of young people and professional staff is entering the scene with laptops and iphones as work and companion tools. With television on- line news provision and the habit of the scan culture, viewers interested in news will no longer need to wait for news at a fixed television set. Soon, news will be watched as people perform their daily work on their computers, search and answer to their personal mail, alternating from one to the other. The increasing incidence of live reports will also be an attraction. It will be prudent in the research to establish if the viewers in this study will be light or heavy viewer categories and if they will be heavy viewers, whether their viewing will demonstrate the insights of the concepts in the research questions.

2.2.5 Interacting, Purposive, and Practising Viewer Types

Another area of research relevant to the focus of the study and the viewer types is the uses and gratification research. Baran and Davis (2006) argue that the new media has brought about a revival of the latter in contemporary research. The new media is utilized by an active person who selects what she or he wants and interacts with initial senders of information (Baran S. & Davis D. 2006, p 269). The authors also argue that the revival has come about with criticism of the limited effects theory, that it only focuses on investigating negative effects and ignores positive effects that a viewer for example may deliberately seek after. From these two viewpoints, one may consider an interactive viewer type and a purposive viewer type. A key interest in this study is to construct a sketch of the viewer at the encounter and of the encounter process. The nature of the viewer at the encounter would have a bearing on the process of the encounter and its consequence.

The research will also want to see whether there can be a place for a viewer who watches news that directly relates to what he or she is involved in, a practising viewer.

These three viewer types – the interactive viewer, the purposive viewer and the practical/utilitarian viewer describe different things at the encounter. The first describes an action prone viewer, the second an intention filled viewer or a seeking viewer, and the third while similar to second specifies information related to core viewer activities. For example, a person involved in managing a private school will be interested in anything happening in regard to a private school. The same with anyone working in the sugarcane farming, in horticulture, or in a specific area of business.

Will these three dispositions – the interactive, the purposive, and the utilitarian also not shape the nature of the encounter as manifested in the acts of the viewer?

2.1.6 Demographic Viewer Types

So far the review has focused on the different types of television viewers. Inferred in each is actually also a feature of the encounter – the type of the encounter that constructs or takes its character from the particular activity of the viewer. Meanwhile, it would be wise to categorize the viewers along the demographic types. In this regard, this study prioritizes gender, income, education, occupations, community change activism, and age among the demographic categories. It explores, whether these have relevance to the focus of the study as different viewer types. In other words will it matter if it is a man or a woman at the encounter? If it will be persons with totally different core occupations? If it will be people involved with change and advocacy for societal change? And finally, will it matter if at the encounter, it is persons of varying age achievements. The study uses these categories to select the research partners.

The viewer types in the additional categories of media theory types and the demographic viewer types will be compared with information from the findings of the other research questions of the study as in the first category.

Could there be other types of viewers on the ground? The study will explore this. Meanwhile its interest in the type of viewer is both for purposes of exploring connectedness with information generated from the other objectives of the study and also as an end in itself. The intended typological sketches for each of the viewer type

categories will be of interest even on its own. However, a focus on the different types of news viewer may allow the emerging of interesting nuances in the activity, interaction, experiencing and consequence of watching television news. For example, the activity at the encounter by the collaborative viewer, the degree and nature of interaction involving such a viewer, the experiencing and consequence at the encounter by the collaborative viewer may be informative in understanding different dimensions of the nature of the encounter. The study therefore visualizes an interconnectedness between the first research question and the third research question that investigates the nature of the encounter process.

2.1.7 A Summary of Viewer Types

The news viewer types above are collaborative, surrender, resistant, dynamic, over time surrender, heavy, light, intense heavy, interactive, purposive, utilitarian, man or woman, middle aged or youth, community change activist, and different income artery types. As has been noted in a number of times earlier, each type also infers a particular feature of the encounter.

2.2 THE ENCOUNTER

The moment of the meeting between the news viewer and the incoming news is the focus of this study. A major aspect being investigated is the nature of the encounter process as is framed in the third research question as follows –

What is the nature of the encounter process between the television news viewer and the incoming news?

An argument of the research is that strong mind controlling ideas in viewer have a part to play in this meeting. What these strong controlling ideas are and what kind of dynamic they introduce at the encounter is to be explored. The master symbol becomes one of the lenses to look at this process of becoming. The literature review looks at different kinds of maser symbols and also examines how they acquire specific roles in a communication episode.

2.2.1 Encounter Process and Master Symbols

Baran and Davis (2006) examine the concept of master symbol developed by the political scientist and media scholar Harold Lasswell. He was specifically focusing on communication and media campaigns. Lasswell argued that over time the “audience is conditioned to possess ideas and images that are strong and emotive in an individual and which quickly respond to relevant stimuli” (Baran S. & Davis D. 2006,p 83). For him media produces in viewer representative images of reality which the viewer then uses as what may be referred to as foreknowledge as he or she meets new pictures of reality brought in by the senses. Lasswell constructs these representative images of reality as master symbols.

While Lasswell was considering the work of communicators in producing the master symbol, another consideration would be that of viewer collaboration in the construction of the master symbol. The result then is not what the communicator disseminated but a product of the message, the viewer’s thoughts and feelings, and the viewer’s world of important others, and then perhaps a synthesis. If there is a specific strong conviction in viewer, this is what the current study has constructed as a master symbol. A first line of examining such master symbols is by relating them to the type

of viewers already described above. A viewer who collaborates, or surrenders, or is resistant or who alternates with these qualities also reveals the nature of the master symbol present. A master symbol that facilitates collaboration or surrender, or resistance.

What about the other viewer types and the master symbol concept? Is the construction the same for heavy or light viewers, for purposive or practical viewer types, for men research partners and for women research partners or is it different? What about the other different sample categories that the current research has focused on – the community change activist, the political activist, somebody in a different income generation artery area, or a sample member from a different geographical and cultural setting?

The idea of a master symbol brings out its power, a supervisory kind of power - in regard to reactions or responses upon receiving information, and in terms of the master generator of recognition and analytical tools (an intelligence agency) in the encounter with in-coming messages. This would be a sentinel master symbol (dealing with information) and the other would be a surrealistic master symbol – one containing cumulus emotions. Indeed the sentinel concept is fitting in that it describes these symbols formed in the mind as being alert and of a watch-tower nature. They would be at work as the person scans new reality. It is of note that the word sentinel is very much a military term.

In conceptualising the two dimensions – the sentinel master symbol and the surrealistic master symbol, the study considers the master symbols under the concept

of the meta symbol. Perhaps there will be other dimensions, other types of master symbols all of which will help examine if the symbol – construct is influential.

But Lasswell was not the only one to have thought of such constructions in the mind. A further exploration of literature helps in putting together a clear description of the master symbol, its different layers, and its different sides.

2.2.2 The Symbol, the Iconic, the Indexical

One of the founding fathers of semiotics Charles Pierce developed the concept of three kinds of signs – the symbol, the icon, and the index (Branston G. & Stafford R. 2010, p14). Using these one may argue that pictures and the stories of reality that they elaborate in television news are taken in by the viewer perhaps at two levels, as a sign of a trend or as a depiction of the particular isolated event. As the television journalist quickly tries to capture reality of what is happening, his or her main strategy is to capture that which can represent the essence of what has happened. This would be an iconic sign. Rarely does the news media simultaneously produce for the viewer consequences of what has happened except in spot news such as of an accident or a natural calamity such as flooding or an earthquake. Yet the intellectual discipline of journalism highlights the need for consequences and predictions to be part of the news, in order to create fuller understanding. Such an in-coming news item would be an indexical sign for the viewer. It would involve coverage of a news event followed by interviews with experts in the particular area. In this connection part of the changes that the internet revolution is bringing is to link newsrooms to universities through “profnet” (Hoffstetter F. 1997). In this, university professors would be at quick call

to provide deeper understanding of a phenomenon and its consequences. In the resulting report, the journalist would be preparing an indexical sign. In Kenya, Moi University launched a national television channel in 2014 and Kenyatta University also established its own a year after. They expect to bring this advantage to the country by actively utilising their specialists to analyse and comment on unfolding reality in events and issues while also tapping into high level research insights.

On the other hand another kind of expert in news is somebody who has experienced the phenomenon that has occurred before. Such a person will also be able to present an indexical aspect by stating what will happen next. The research considers it feasible to argue for the construction of iconic or indexical master symbols in viewer, over time, and also to argue for building up of the two master symbols as part of a continuous television news hypertext. If these are master symbols in viewers, the research argues that these at once reveal an additional character of viewer type and provide an insight on the nature of the encounter. That is a viewer who has a clear picture of the essentials of a phenomenon as well as an understanding of that it will lead to.

2.2.3 Symbolism in Imagined Account

Meanwhile, in film making and in literature, the story teller relies on the construction of powerful cultural images that would tell his or her story most powerfully. In *Xala*, Sembene Ousman relies on the imagery of the “xala” (impotence) to comment on post colonial African leadership (Armes R. 2006 p70). The new African leader has refused to change society and to address the problems facing the people. He has instead taken on the role of the colonial master. He is incapable of giving birth to new life, to a new

way of life for the people. In another film, Jaibi and Jaziri co-directing the film, *The Arab*, bemoan the self destructiveness of “the inter-Arab fights” in the Middle East but also uses the potent imagery of a “pregnancy” in the midst of tragedy and violence (Armes R. 2006, p 116). Who would be born - a child of violence or a child of difference and change? Even in other cultures, the use of the singular imagery is pursued. One of the contemporary film director James Cameron uses the symbol of the gigantic Titanic – the ship of dreams, to triumph core American values of individualism, individual based freedom, individual based pursuit of happiness, and a genuineness of belief in and integrity in what one does. Meanwhile, Ogola Margaret in her literary work, *The River and the Source* is according to Mwangi (2003) keen at “de-centering the source” (Mwangi E. 2003). Her imagery of the river, the river source, and the noisy fish – the name of the main character are powerful images left with the reader. In this examination, the symbolic sign, picturesque in nature is the pregnant crucible of the story teller's account. In the current study, do symbolic pictures construct in the mind as shorthand symbols or potent abstracts of significant phenomenon? The research is keen to examine and understand the process that takes place at the encounter and at the beginning proposes that the symbolic picture in the viewer's mind is a feature to consider.

2.2.4 News as Dramatic Epic Account

It is not by chance that the study picks examples from literature and film making as above. The current research argues that through television news, reality unfolds as an on going dramatic national life story with its imagery and symbols. In these, certain master symbols have formed and are active in the mind of the viewer. The study

assumes that television news tells of this unfolding story at the brink of reality. While media criticism has commented on the fragmented, passing and unconnected accounts of events in television news, the study argues that the viewer connects the happenings to a present and a past. As in the imaginative long drawn epic, news presents a reality epic in which the viewer is drawn in, even more by the fact that it is his life world. Just as in the imaginative long drawn out epic story, characters, locations, objects start to be associated with strong emotional triggers, the same happens in the reality story accounts. Key political figures in Kenya, a Raila (the strong leader of the opposition) in the reality epic story, a William Ruto (the outspoken vice president) a Kalonzo Musyioka (deputy leader of the opposition) a Mudavadi (another key leader in the country's opposition), each is a shorthand code capturing a past that is alive in the viewer's mind and the present.. Similarly, physical places such as the highway road near Salgaa, or in the recent past Mpepetoni or Westgate are powerful distilled symbolic cues and refrains. Salgaa has been notorious for road accidents as well as fatal human folly where hundreds have died trying to siphon fuel from overturned tankers which have subsequently caught fire. The other two have been major terrorist target sites with great loss of life. When mentioned in the news, the three can be expected to be shorthand triggers of multiple thoughts and feelings in each viewer. Just as in the African society, the folklore accounts constructed heavy and potent imagery in the hyena, the hare, the small bird, the leopard, the in-law, the legend figure, the ogre as these were narrated over and over again, so is the reality story. It carries in it, firmed images in the in-coming story and there are firmed images inside a long watching viewer. In a very real way, there is a literary dimension in the interaction of the viewer and the television news account. For now, the research conceptualises the epic master symbol in the viewer's mind. As in the imagined epic

story, the viewer in the reality story in the news becomes drawn into the lives and tribulations of the characters.

2.2.5 The Priming and Script Master Symbols

An area of exploration in the research is to examine how the master symbols behave at the encounter for example if at all they cause the viewer to have a particular perspective as he or she encounters a particular content. In this regard, other studies refer to the priming nature of television news. Berkowitz (1984) argues that, when people view violence on television, it activates or 'primes' other related thoughts and evaluations. This leads to a greater predisposition to use and engage in violence in interpersonal situations (McQuail D. 2005, p 483). Would the master symbol in a viewer prime or orient him or her to that specific stand point? On the other hand another view is noted by Huesmann (1986). Script theory argues that social behaviour is controlled by 'scripts' that indicate how to respond to events. Violence on television creates scripts in the viewer on how to react to real life situations (McQuail D. 2005, p483). Are there scripts and predispositions in viewer which orient the interaction as viewer meets in coming news? If this would be the case one would then conceptualize of a script master symbol. What then would be the nature of this encounter in this regard?

2.2.6 Mental Image and Mental Model Master Symbols

Meanwhile, the cognitive psychologists explain that people store latent knowledge in mental pictures. These latent pictures come to the visible mind to interact with other similar information (Sternberg R.2006, p 234). In their part Johnson – Laird and Goldvarg (1997) distinguish the mental image from the mental model. The latter is a construction of perception particularly that includes a person's experience and beliefs

about the reality involved. The mental image on the other hand is a close to life representation of the reality involved (Sternberg D. 2006, p 255). For the authors, a person constructs a mental model to understand and explain his or her experience. As in all the master symbols proposed, this master symbol proposes three possibilities – what may be potent in viewer as he or she meets in coming news, the very process and nature of interaction, and the possibility that the news itself feeds to this master symbol. The current research argues that the examination of different aspects of the master symbol should yield result in understanding the nature of the process of the encounter.

2.2.7 Warning and Instrumental Surveillance Master Symbols

In a different manner, studies of media as surveillance identify two types of surveillance – warning surveillance and instrumental surveillance (Dominick J.2005. P 33). Dominick defines warning surveillance as the beware kind and the instrumental surveillance as one looking out for useful information for the audience which it can use in what its members are involved in. In other words surveillance in the two cases is an action by media. The current research however argues that the concept is useful even from an audience's perspective. If this is the case, how does surveillance occur inside the viewer? The research therefore conceptualises a warning surveillance master symbol as well as an instrumental surveillance master symbol in viewer which operate as the active sensors for the person.

2.2.8 Mental and Emotional Maps Master Symbols

Lastly, the French philosopher Pierre Bourdieu argues that “people constantly read between the lines and locate particular television content..... in mental and emotional maps.” Such maps he says are crisscrossed by “multiple lines of knowledge, resonance, and judgement” (Curran J. & Gurevitch M. 2000, p14). This again argues in the same vein as the research proposes, that there is a concentration of foreknowledge and a predisposition of such knowledge and emotion in viewer even before he or she encounters the incoming news. The research agrees with Bourdieu that such knowledge and emotion type may either resonate with the meaning of an incoming news account or may trigger dissonance in its reception. The insight that the mental map has an aspect of judgement or assessment is also a good one and it seems it is then such an assessment that links to the emotional map in viewer. These thoughts in Bourdieu’s argument are useful to the current study as it sets out to examine a variety of possibilities which will construct at the encounter process during the investigation.

2.2.9 A Summary of the Master Symbols

The following is a summary of the master symbols discussed above - a sentinel master symbol, a surrealistic master symbol, an iconic master symbol, an indexical master symbol, an epic master symbol. The study theorises that these provide foreknowledge, prime or orient the viewer, are pre-evaluations, provide warning surveillance and instrumental surveillance, and are both intellectual as well as emotional maps in viewer at the encounter.

The study explores whether any of these master symbols or a number of them are active in the viewer. It also explores whether and how such a master symbol interacts with incoming news accounts.

Meanwhile, so far the master symbol concept has been discussed in regard to the viewer. It is also the case that, it also describes the type of news content that comes to meet the viewer – that which aims to provide information, to engage intellectually, that which judges, alerts, orients and that which will produce a certain emotional impact. In other words, this section is a further examination of the television news viewer as well as of the television news itself, while primarily focusing on the encounter. The concept of the master symbol is a key component of one of the aspects of the third research question focusing on the encounter process. In the section below, the research explores if the master symbol is linked to another concept involving viewing and viewer preoccupations.

2.3 VIEWING AND VIEWER PREOCCUPATIONS

A different dimension of the viewer as he or she moves into the encounter with the television news is that of the world of viewer preoccupations. Are these relevant at all to the encounter? Are they part of the encounter process?

2.3.1 Perception of Priorities in the I and they

At the heart of this aspect of the research question on the encounter process, is the degree of interaction between viewing and priorities in viewer's life. The study argues that priorities dictate inner-core lingering of mind and are quick to trigger emotions in

self. The study argues that one way of considering self and preoccupations is to elaborate self into functional aspects. First, there is 'I'. This is accompanied by the sub-layers of mine and us, and has also the sub-layer of ours. Secondly, there is "they" which is an ever present companion of self, of the 'I'. They, is accompanied by the sub-layer of theirs. 'They' is specific to 'self' and by extension to 'us'. The study suggests that viewer preoccupations may relate to self in terms of I, mine, us, they, and theirs, and to priorities around each of these layers. For the, they and theirs, viewer preoccupations are in terms of their perceived priorities by the viewer in the context of the "other". Such priorities will be multi-dimensional.

An illustration of the above may be as follows – 'I' is a coffee farmer and coffee farming is the major income generating activity for him and his family. In his mind, the farming would have been bringing in much more if it were not for them – the other in coffee growing areas. These could either be the government, the cooperative movement leadership or the marketing board. The farmer's priorities revolve around this artery of income in terms of plans and activities as well as in terms of worries and expectations. It could be too that the worries are around the children and how to pay fee balances. Again, this relates to the coffee farming and to a preoccupation around it. The current research prioritizes income preoccupation and suggests that this could be a factor at the encounter.

2.3.2 Viewer's Information Needs

Another preoccupation that the research suggests is that of viewer motives for watching the news and especially the one to seek information. One of the motivation

for this research is to inquire if television, a multi-sense storytelling, account giving facility, is of relevance to a people desirous of change and advance, however defined.

In regard to change, the study expects for example that just as a society or nation plans or plots ahead, the individual needs also to have a plan and to be facilitated with information for the purpose. Lerner (1979) describes five components identified by Harold Lasswell for policy thinking which seem to be relevant even for the individual as follows – setting the goals, identifying the major trends, studying the prevailing conditions, projecting future changes, and considering alternatives (Lerner D. 1979, p 406). Lasswell also identified seven main phases of every decision making process as - intelligence (exploring the problem), promotion (discussion of alternatives), prescription (choosing one of the alternatives), invocation of the alternative, appraisal of the results, termination of the decision process (Lerner D. 1979, p 406).

This conceptualization seems to be so comprehensive in terms of the kind of information that the news viewer may seek. The television news is an information facility for the viewer. Does it in any way speak to his or her current life and in particular in this area of planning and change? For example, if the coffee farmer in the illustration above has also had electricity installed in his house. The house is now well lit and he and the family can watch television. Can he utilize the same electricity for other commercial purposes for instance, having a furniture making yard or a steel door or windows making workshop? Can he use the electricity to keep warm a poultry hatchery? Meanwhile, like with the other farmers in the area, his piece of land is small. He would like to increase the acreage under income generation. Should he plant more coffee stems or diversify by planting some tea plants although the latter

does not do so well in this zone? The coffee prices have been stable at a relative high for the last three years. What has caused it? Will these conditions prevail? What has been happening in the international coffee market? What are the coffee drinking trends in UK, Germany and the other key markets? What is this he has heard about the preference of exotic tea (herbal mixed tea) among young Britons? What is going on at the Ruiru coffee research station? Some of his neighbours have uprooted their coffee stems to try French beans and tomato farming, is this viable? The next coffee payment for the season ending in December is due next month. What commercial project can he undertake?

Does television involve itself with information that speaks around viewer income issues? This question will be asked directly in the study and operationalizes one of the aspects of the overarching research question on encounter process.

2.3.3 Defining the Situation

Meanwhile, the current research argues that the viewer is also preoccupied by the state of the country at the national level and that there are also other situational preoccupations. Mayers (2005) writes of the French philosopher and novelist Jean Paul Sartre saying, “the latter would have no problem accepting the Cinderella premise – “we humans are first of all beings in a situation. We cannot be distinguished from our situations, for they form us and decide the our possibilities.”(Mayers 2005, p 4). For this research a dimension on priorities and preoccupations is that they may be defined by the situation. Situation surrounding self, his or hers, and they and theirs. The situation may be defined at each of these layers or it may be a crisis cross from each of the three. In other words, the self, the family, the close friends, on one hand

and the “other” in the zone of residence, the ethnicity, the society, the nation, ideological thought world - are all definers of the situation as suggested below:

Could it be that the television news is an important definer of the national situation for the viewer? Could it be seen as a portrayal of they or us or I at the national site? For example, a viewer may feel that since “they” took over the government, “they” don’t care about us, or “their” focus is to enrich themselves, or they are genuinely trying to bring positive changes. The definition of the situation at the national level comes in the news items that come to the viewer. While they report of specific accounts of what has happened, there is an inference of what this means, an evaluation of the situation out there. Sometimes this is unspoken but nevertheless present as an inner voice, as the account giver’s inner voice. Does the viewer watch this un-affected by it or does it play a part emotionally or intellectually as he or she decides on options?

What the viewer sees the government doing on television may be seen to reflect its priorities and its preoccupation. Would this be an issue as the viewer engages the incoming pictures? Is there a link to his or her own priorities and preoccupations? And would this be viewer expectation – that his or her priorities would be part of government focus? What is his or her inner engine priority? The study will be keen to find out if there will be a core viewer preoccupation, if this is relevant at the encounter and in what sense?

The research frames a number of questions around viewer expectations under the research question on viewer type and directly asks whether incoming news items relate to self or in other words have relevance to self.

2.3.4 Viewer content and genre preference

Another preoccupation is on viewer affinity content and genre preference.

From another perspective, Lewis and Wahl (2005) link television news and democracy. Specifically focusing on opinion polls, public relations and television, they summarize their analysis of the relationship between media and public opinion as noted by Behr and Lyenger - “ although the public often responded to media agendas, the media rarely responded to the public’s stated political concerns or priorities” (tuart A. 2005, p. 101). How then does the viewer respond to this (disregard?). It is argued that audience research helps media to programme in tandem with audience preferences. Market research is carried out for the media in Kenya but it investigates around the programmes that the media is offering and not what it should be offering. It is like asking hotel customers to indicate their preferences between “ugali” and “githeri” without asking them to indicate what dishes they would really like to be choosing from and why. In television news, there is the content in terms of orientation, depth and frequency and there is also the different genres and their carrying capacities – the hard spot news, the news feature, the different kinds of interview news, the investigative report, the press conference item and the traumatic human interest feature. What are viewer preferences and why? This is an area that the study will be interested in. How does each of these influence the nature of the encounter differently? The study therefore proposes that some specific content affinity and genre preference by viewer would also be part of viewer preoccupation. On the other hand they are at the core of the aspects of the second research question on the aesthetic that constructs at the encounter.

2.3.5 Change and Conflict Preoccupations

Meanwhile, if the viewer is expecting change at national and individual level, the phenomenon of change itself, is perhaps not a straight forward territory but one with conflict at the two levels of the national and the individual as well. Dwivedi (2003) writes of conflict in this manner. “Conflict is a symptom of effective behaviour and forms a prerequisite to change and innovation (Dwivedi R.S 2003, p 519). There are dilemmas and predicaments in change options selected. Are these part of viewer preoccupations? It seems to the current study that any expectation of news relevance by viewer would have to consider the aspect of national change.

The viewer may very well be happy with the national actors bringing about change. And yet change by it's very nature generates internal conflict even in those involved in driving it or those it is expected to benefit. Is the viewer who voted in a government, like the Kenyan Arsenal or Man-U fan who without ever having lifted a leg is convinced and animated all over that “we have done it?” How about the viewer who voted in the opposition coalition leader. Does he or she get animated similarly as she or he watches the leader make a radical political manoeuvre savouring the prudence of the strategy?

How does the viewer receive incoming news from his or her political side or from the other side? Is there an amount of emotion witnessed in such an encounter? Is the encounter a communication space that generates specific patterns of emotions and in what situations?

The write up above under the viewer types has noted that there are different viewer types. It has also noted that simultaneously each viewer type also identifies a feature in the nature of the encounter. Therefore as the collaborative viewer is identified for example, so is the nature of the encounter identified as that of an active and productive engagement between the viewer and the on-coming news. In regard to national change, the study suggests that the degree of thought and feelings in viewer on this would be an influence at the encounter.

2.3.6 News and self identity preoccupation

On the other hand, part of the argument of this study is that television news is constantly defining the situation for the viewer, particularly the national situation. Such a definition and it's constant communication may have either a dynamic interaction or engagement with the viewer or a passive one. The study argues that apart from the account of a particular incident in the news, there is always the unspoken confidant's voice saying – this is how the situation is.

Fiedler (1972) wrote of an aspect in society which offers an interesting way of looking at the concept of the situation and how it may have a bearing on individuals and therefore the viewer. He wrote, 'But to be an American (unlike being British or French..) is precisely to imagine a destiny rather than to inherit it' (Waugh P. 1992, p 39). One perhaps represents a civilization achieved, the other perhaps the value that each generation, each person has a chance to follow a dream. One is proud of a past, the other is proud and confident that the nation or individual can achieve a greater future. One says – yes we have been, yes we are, the other says yes we can. And each

society socialises its citizens along a core national psyche or ethic through a number of ways including the media. What is it to be a Kenyan? Is this part of what is communicated in the day to day television news? Would it then be part of the situation in which an individual feels he or she is in? Would it be the source for impetus or a limitation to it? Cumulatively does the television news leave the viewer with a certain disposition about being a Kenyan? What is its impact in regard to his or her priorities? The study will explore this area as it examines what really constructs at the encounter.

2.3.7 Discerning conditions, resources in situations and self-identity

Another aspect can be inferred from Held and Thompson (1989). They wrote, ‘ social actors according to Parsons and Shultz must be knowledgeable in two ways, - are able to discern the significant conditions in situations, and to discern resources which can lead to success’ (Held D.& Thompson J. 1989,p 200).Is the viewer aware of such discernment within himself or herself? The state of the national situation is brought to the viewer as accounts of what is happening across the country in the news on a daily basis. An expectation would be that the news itself has been attracted to the significant conditions in situations and make the viewer aware of this aspect. The other expectation is that the viewer has it in himself or herself to discern such significance even if not articulated by the media. Of course, it could be that the media and in this case the television rarely looks for these significant conditions in situations for its news. Meanwhile, the other aspect of Held and Thomson’s statement is that one should be able to discern resources which can lead to success. Is the engagement between the viewer and the television news at this useful, practical level?

In summary, an important interest of the study is to examine whether television news has any interaction with viewer preoccupations. The study argues that such interactions would have an influence in the state of being of viewer on a continuous basis, on the state of his or her life. It argues that it would have an influence on the nature of the encounter. The following are other potential areas of viewer preoccupations.

2.3.8 Social and other self-identity preoccupations

Another interesting way of looking at self and preoccupations is by organising the preoccupations along two identities of self – social identity and personal identity (Nuneier & Appelbaum 2006). Social identity would refer to: self and social roles preoccupations, social values preoccupations and social relational preoccupations. Social roles are such as of simultaneously being a father, a husband, a son, a farmer, a cooperative official, a member of a specific community, a Kenyan. Each may produce normal preoccupations, but the study focuses on weightier preoccupations identified by their capacity to worry, linger, or quietly inspire. Is social identity an aspect that will be visible in the investigation focusing on the encounter?

On the other hand social value preoccupations are tied to the yardsticks diffused in the community and nation, which an individual is expected to exhibit in life-effort and in the extended self of family. These could include the yardsticks of noticeable changes in income, and associated values of hard work, thrift, shrewdness, but also of honesty, determination, and generosity to oneself and to others. Will there be other yardsticks in the study?

Self-assessment against these yardsticks could again produce normal preoccupations or the weightier ones. Similarly, the relational values preoccupations are tied to the diffused yardsticks of honesty, loyalty, genuine help and concern, warmth, care. For all the three categories, perhaps there will be evidence of weightier preoccupations or perhaps not. There could be evidence of other kinds of preoccupations and of a different categorization than presented. The study will try to make visible any of these aspects and will then examine whether they relate to television viewing in any way from the standpoint of the television news viewer and viewer preoccupations.

Meanwhile, the personal identity preoccupations focus more on the individual self. These may be centred around the individual's sense of self (Myers D. 2005, p 41) which in turn could be in terms of self- concept and in terms of self- esteem. For example, if the television news defines the national situation in a certain direction, will this affect viewer self-concept in any way?

Preoccupations which cross the boundary into weightier category and their possible interaction with news viewing are examined but one may also argue that self is involved in an inner and deeper activity of self-presentation, self-discovery, self-expression, self-aesthetics, - in a multi-purpose surge of inner life. Each of these become manifest in the activities that the self gets involved in, particularly those activities which require considerable investment in time, effort and resources – a sacrificial commitment. Is there a way in which news viewing can be conceptualized as an incidence of viewer self-expression particularly as one examines viewer behaviour at the encounter?

2.3.10 Encounter as site for self-disclosure

On the other hand, it is also interesting to consider self and preoccupations along a variety of theoretical constructs from different areas of study. Stewart (2002) argues that an individual chooses how he or she wishes to present himself or herself to others. Stewart considers how each interaction activity has a distinct self-disclosure component (Stewart J. 2002, p 237). Will this be the case at the encounter? If the news viewer and the news encounter is seen as an interaction site, one may consider this activity of self-disclosure at two levels. The triad - of the person in the news, the media's voice and the viewer – each being involved in self-disclosure. A second level is that of the viewer and subsequent action as self-disclosure – self-expression. For example, the investments mentioned earlier (of coffee, tea, and poultry), and how one carries out his or her social identity roles would be assumed to be part of the person's self-disclosure. A focus of the study would be to examine how viewing speaks to these. In other words what is the study looking out for in this regard? Is it possible that the viewer will expect to quickly recognize the intention and the mind of the person in the news in regard to these? What about the viewer himself or herself? Will it not be that his or her own description and assessment of his or her encounter with the incoming television news will contain aspects of viewer self-disclosure, perhaps apprehended by him or her for the first time and which then become an emergent sketch that the viewer and the researcher later construct further? How will this sketch be manifest – will it be through viewer preferences, intellectual response or a sense of un-fulfilment? What about the news channel itself as represented by the invisible voice of the reporter or editor? Does the news viewer discern the self-disclosure by the channel in the news items and bulletins?

2.3.11 Viewer and rising tide of social excitement preoccupation

From a different perspective, Collins and Makowsky (1998) write of Charles Cooley and how the sociologist “saw media as enabling people to experience a rising tide of social excitement which would lead to his or her levels of consciousness.” (Collins & Makowsky 1998, p 166). A rising tide of social excitement would be in individuals and groups. For the study, this is a different category of self-preoccupation- a lingering, eruptive, potent, pleasurable inner state, with consequences in individual or in social action. Is there any aspect of this in the encounter?

2.3.12 Viewer and an overarching thought lens

A different view is the construction of the theory of “human beings without shadows” (Baudrillard & Ritzer 2005, p 52). Shadow-less man makes progress in the absence of or indifferent to any shadowing idea. This is the shadowing as of a powerful spell cast. Ideas being seen as having such powers over individuals – shadowing their attitudes, behaviour and trajectory. What is the case at the encounter? Is the viewer a shadowless man or the opposite? What of the news? Is there a continuous shadowing idea or is it the opposite of it?

The study examines the possibility of interconnectedness of viewer activities and any presence of viewer organising ideas. Again, to investigate whether these are at all further constructed in the fleeting encounters of television news viewing. On the other hand a shadow-less man will require no such impetus.

2.3.13 Viewer and the concept of proliferation of centres

The power of the idea is presented in another interesting manner by Schon (1971) in what he describes as the model of proliferation of centres. He notes how ideas have been used to maintain states beyond use of force. An internalization of ideas for a desirable life design, diffused through carefully established centres of conquest, control, diffusion, and example (Schon 1971, p 85). This in particular refers to the modernity project and is applicable to the state of mind of the individual in post-colonial Africa and the rest of the third world.. The doctrine of modernity has inculcated a mind set in individuals and this mindset is part of his or her starting point as he or she encounters information. In the view of this study, the television in this context is a key part of the global instruments of diffusion for the doctrine of modernity. Is this the case in the Kenyan viewer's experience?

In summary, the link between viewer preoccupations and in coming news is investigated in the study along these multiple possibilities. It simultaneously reflects concerns of the research question on the viewer typology as well as those of the third research question on the viewer and in coming news encounter process while also briefly touching on the concerns of the second research question of the aesthetics that construct at the encounter. Meanwhile, another aspect of the third research question is to construct the other party at the encounter – the television news. This research approaches the news as a hypertext. But this is news, not as it has left the media station but as it is appropriated by the viewer. The following section first deals with this concept of appropriation and then considers the various features of the hypertext. In addition, another aspect of this research question is to find out it, there are

emergent ideologies of change at the encounter and if these are a dynamic at the creation of features at the encounter or they are just one of the features.

2.4 THE HYPERTEXT

First, the study is interested in examining how preoccupations of viewer react to, or engage incoming television news content, and the result of the encounter between the two, if at all there is reaction, engagement, and other such a result. One thought of this is that national issues or conversations brought to viewer by television interact with core viewer preoccupations. Another important part to examine is if the viewer senses any ideological traces in specific news items in respect to class, gender, ethnicity, nationality, religion or any other would be relevant to the study. An important objective of the research is to find out if there are emergent ideologies of change at the encounter.

The following discussion shows how different thinkers have reflected on the issue of ideology and communication in media.

2.4.1 Viewer appropriation and class

In the case of class, two differing views are presented in regard to viewer engagement. The French philosopher Pierre Bourdieu argued that class and level of education inhibit media audience participation and choice. He said class and education in society form symbolic barriers to participation and content choice (Murdock 2000, p 15) In other words, the two factors could dictate degree of reaction, engagement, and meaning construction by viewer. Implied in this is that the more educated category of

the population as well as those of a higher class comprehend media messages at a higher degree than the others. Another view is that every viewer is active but each examines content from one's self interest and experience. (Murdock, 2000, p14). Both refer to ability to appropriate as well as construct layers of meaning of the hypertext. The study explores self-interest as mapped around the different self-preoccupations. This second view that all viewers are active proposes that reaction, engagement and or construction may be ignited when a particular content has a relevance to a particular preoccupation. Perhaps a link between class and education is to think of consumption of media and in this case the television news from the perspective of new media. An assumption would be to expect that those with a higher education and those from a more wealthy class category are more likely to use news media as routine and also with greater penetration. The research considers that there is merit in both of these two views. In its sample selection however, it uses the second view that all will engage with in coming news guided by their own particular self-interests.

2.4.2 Varied content and viewer affinity content

An interesting observation is from Hillard (2008) who identifies a characteristic in the emerging media audience spearheaded by the new media. Describing what he refers to as the hypertext that is the internet content, Hillard (2008) describes the internet user as a rushed reader who scans and skims the information (Hilliard 2008, p 69). This points to a viewer who chooses what to pay attention to and to engage with. Will this be the case with the television viewer? Will such a model of high selectivity, impatience, moments of intense active interaction, of cross channel navigation be displayed as the viewer engages this varied content? One way of describing chosen

content by viewer is to construct the concept of viewer affinity content. The study will examine if this is a relevant concept.

2.4.3 The montage and the cumulative bulletin message

Meanwhile, there is more to the concept of hypertext than ideology or viewer preoccupations. The Russian film maker Sergei Eisenstein popularized the montage approach to film making. In this unique approach to cinema picture making, unconnected, highly emotive images are shown together in quick succession to describe reality and the human condition (Cook & Bernink 1999, p319). It seems that television news fits very well this montage approach. Very unconnected images of reality flash on the screen one after the other. At the end of the bulletin of many pictures, is there a singular meaning arrived at by the viewer of the reality unfolding and of the human condition from the apparently unconnected, quick succession, montage - message at the end of the bulletin? In other words, is there a literal message in a news item and an inner message in the same? More importantly, is there a cumulative message furthermore by the end of the bulletin, a singular message? In another perspective Cook and Bernink argue that the montage cinema aimed at producing a 'discursive cinema' and one that was expected to reorganize society. Is this stream of short bursts of varied news conclusive in meanings arrived at by the viewer? Does it trigger an inner discursive process? Does it trigger an external discursive process? Like the montage cinema, does it have a call for change and societal reorganization as its signature? The research expects this to be significant as it examines the nature of the encounter. It would be important in examining findings in regard to the second research question on the news genre that constructs at the

encounter and also the third research question investigating the process at the encounter.

2.4.4 News and intimatization

Another aspect of the television news is reflected in the observations of Steiner (2005) who states that there is a shift in television news towards 'intimatization'. She elaborates the concept by Zoomen (1991) to mean great attention to human interest stories, a personal mode of address on the part of the news reader, and the treatment of political issues as matters of personality (Allan 2005, p 51). Could it be that through different strategies, the news is made into an intimate sharing of eavesdrop information by a confidant and it is also a transformation of political reality into personality types or human faces? Would the news story be made into an evaluative and emotive account?. On the other hand the human interest story – the feature takes the viewer to the thoughts, feelings, and the private life of the person involved or the person through whom a phenomenon has been experienced. In these two cases, rather than the news coming to the viewer in a remote, distant form, it comes as personalized account or, as a flesh and blood report. Is this intimatization a feature of the encounter? Would this be the case in the television news under the study? Does the television viewer in the study differentiate between the news sub-genres? Reflecting upon each, is the viewer able to articulate differences in their carrying capacity? In summary is news form and its variety a characteristic of any note at the encounter?

2.4.5 Encounter as a psychological site of creation, reproduction and transformation

Meanwhile, a key focus of the study regards both the process and the outcome of the encounter especially within the viewer. Rosenthal G.(2007) notes that in order to understand and explain a psychological phenomenon, one needs to reconstruct its 'genesis' – the process of its 'creation, reproduction, and transformation'. Is there a psychological aspect, process or outcome at the encounter? Would an incoming news item produce any psychological engagement or feelings in the viewer? In addition, does the multiple textured text come to the viewer, and is created, reproduced, and transformed in the foundry of the ember fires of experience and preoccupations? Does it become a new hypertext, the inner hypertext that stands sentinel to future interrogation and interpretation of any unfolding reality? Is this the case? Is the encounter a psychological site of creation, reproduction and transformation of reality texts?

Related to this is another aspect which is brought out by Postman (2001). For him, four research questions are important in television research as follows - what is television? What kinds of conversations does it permit? What are the intellectual tendencies that it encourages? What kind of culture does it produce? (Alexander & Harrison 2001, p 4).The study examines three of these in regard to the television news as hypertext. What kind of conversations does television news permit in this study? What are it's topics, it's conversation relationships (between viewer, news reporter, and news source – the triad), and it's depth – a conversations hypertext. One may regard the encounter therefore as both a sociological as well as an ideological site. The study will consider if these two perspectives would have a place in the findings.

2.4.6 News and the intellectual component of the hypertext

Meanwhile from the Postman's quotation, another question asks what intellectual tendencies are encouraged by the news as hypertext. Three aspects of this construct provide another attribute of the television news as hypertext. Intellectual tendencies perhaps in relation to human values and systems of thought in development, individual envisioning and strategic thinking, as well as aesthetic decoding of the television news image and its societal inferences – the image and its connotative force. The study conceptualizes this as the intellectual hypertext and like in all the other aspects of the hypertext, they are considered as important in helping to understand the nature of the encounter.

2.4.7 News as an attacker hypertext

A third question asks, what kind of culture is promoted by television? Postman argues that the American television does not promote culture – on the contrary, it attacks it (Postman 2001, p 4). For him, the American television trivializes serious issues and deliberately detracts viewers away from being thinking individuals. It is an attacker hypertext. How will the viewer respondents describe the nature of news that constantly come to them? Will it fit this conceptualization?

2.4.8 News as a hypertext of despair

From a different perspective Allan (2005) laments that the above view has gained much ground as assessment of television news. He notes that “there are narratives of decline in quality and usefulness of news media. They promote cynicism, ignorance, and discouragement” (Allan 2005, p 90). This could be described as the hypertext of despair. If this is the case, then one may refer to the text that produces such a result in

viewer as the hypertext of despair. It seems clear that the peculiarity of the hypertext would have an influence on the nature of the encounter.

2.4.9 Summary of news as hypertext

In summary, the categories of the 'rising tide of social excitement hypertext, the shadowing hypertext, ideological hypertext, the montage hypertext, the discursive hypertext, the intimatized hypertext, the conversations carrier hypertext, the intellectual hypertext, the attacker hypertext and lastly, the hypertext of despair, are identified. What kind of text will construct at the encounter in regard to incoming news?

The theoretical categories above may or may not be the ones that the viewers in the study will describe. What hypertext will they construct together? On the other hand, what does the very fact that the news is a hypertext mean to the nature of the encounter? Meanwhile another aspect of incoming news could be the form and genre which delivers it. The study argues that this could also be an aspect of the hypertext of significance.

2.5 News genre and hybrids

The second research question investigates the news aesthetic at the encounter. Again for the research the focus is that which the viewer pays attention to. The need to examine this component is from the appreciation that perhaps the viewer responds differently to different forms appearing in a news bulletin. A particular pattern of response will also give a specific feature to the nature of the encounter. The following literature is about some aspects which may consciously or unconsciously be of note to the viewer.

2.5.1 Pictorial composition aesthetics

Mamer (2006), notes that a camera shot is a perspective by the director on specific information, characters, action, and dialogue. It is a perspective over an event, an issue, a phenomenon. The director invites us to ‘come and see something’, in terms of news, something unusual but from his or her own perspective. It is the director’s gaze, at something, it is the news producer’s gaze. Will the viewer comment on how pictures have been taken? Is there enough time to concentrate on the pictures and the perspectives shown as the news item quickly unfolds? Is the craft and the aesthetic of composition and presentation not expected in the television news and is it expected to be part of the meaning creation as is the case with the other pictorial genres? For the research this may be described as the pictorial composition aesthetic.

2.5.2 Epic, montage aesthetic

Part of the news aesthetic noted earlier is the reality epic aesthetic. If at the end of each bulletin, there is a cumulative gestalt of effect and meaning achieved through a montage of different, un-connected but extremely emotive item accounts, then this too – the montage - would be another aesthetic of the television news. Lastly, the type of shots or perspectives may not quickly be observable or of significance to the viewer, but is there anything in this craft at all that could be?

2.5.3 Shot composition and the aesthetic text

Rabiger (2008) focuses on aspects in a moving picture which attract the eye. He summarizes qualities in a picture which quickly attract the human eye as the brightest

point in the shot, the darkest point, the strong colours of red or blue or green, the intersection lines along the rule of the thirds, the sightlines either along actual lines (a fence) or inferred lines (an outstretched arm), energy lines or lines of intense activity (eg the Virgin's eyes on the child) and finally along compositional patterns within a shot (Rabiger M. 2008, p 66). He notes that the eye is also attracted to symmetry either vertical or diagonal, to strong verticals within the frame or strong diagonals, and to texture.

These are interesting qualities. Each has suggested aesthetic implications. For example, brightest may be in terms of lighting or colour. In conventional cinematography, it matches with feelings of warmth, celebration, or joy. Strong light on a person may however match the sense of exposure, a tableau of the condemned. But the brightest lit is the centre of focus for the eye and therefore the place reserved for the central person, the significant person. Others in less lit parts of the shot are of less significance and they and those in the darkest parts of the frame may be invisible to the inner eye in the fast moving shots in the news. As noted earlier in regard to the montage, the research argues that the eye selects one shot in a notable news item that becomes a tableau in the mind – a symbolic representative of what has just happened. Again, if the spectacle is brightly lit with those suggestions of warmth and celebration and yet for the viewer, it is a moment of betrayal, that construction is itself disturbing and accentuates the outrage. Or does it? Is there enough time for the viewer to register all this in the fast moving encounter? It will be difficult to ask research participants to remember and answer questions on these compositional aspects. (This was one of the reasons that the research introduced the viewing of a recorded television news bulletin as part of its focus group discussion investigation).

In the same regard the convention in photography argues that strong verticals suggest strong personalities either of objects or persons while strong horizontals suggest a relaxed atmosphere. Both of these will be in the news shots. Do they unconsciously send these signals to the viewer? Might these compositional attributes enable a lingering of the image for later moments of reverie? As in the case of the montage, might they be part of the building materials for the master symbols in the viewer's mind?

2.5.4 Dramatic shots for the eye

Meanwhile, Zettl (2006) emphasises that television is a visual medium and that the best production is achieved when "we show rather than tell". He urges that it is important to look for visuals which help to reduce verbal information (Zettl H. 2006, p 181). From a different perspective some scholars have argued that television news is keen to bring to the screen that which is dramatic to the eye and this way ends up bringing even that which is not important in terms of viewer information. It is however possible that such content has its own different place in the viewer. If it will be the case that some of the news items broadcast are not directly relevant to the life of the viewer in a utilitarian sense, could it be that the viewer finds them useful in some other un-described way? More importantly, Zettl advises that the television worker should look for "visuals that may reveal character, shots that show how skilfully a person handles tools of their work, how people behave in a relationship" (Zettl H. 2006, p181).

With an eye on news as part of this television production, is this partly the way that the news will appear? Are these indeed partly what the viewer is consciously or

unconsciously looking out for? The revelation of character in the news context, the person/leader's skill (eg in leadership, in competitive politics, as a professional), and how persons behave in political or developmental relationships. Will this be an empty layer in the viewer description and interpretation of his or her news viewing?

2.5.6 Voyeurism and news genre

Meanwhile, Easthope (1993) focusing on film theory notes that “film provides pleasure not only at the level of theme, by dramatizing a narrative, but also through the very experience of sitting in the dark to watch moving pictures projected on the screen, a kind of voyeurism” (Easthope A. 1993, p 16). A number of film scholars have noted that from the very beginning, the film had the sense of peeping on others while they did not see you. Indeed, the first film making cameras were known as the pin-hole cameras acquiring their name from the early film exhibitions. Alfred Hitchcock, one of the key fathers of modern film produced a movie in the 1960s dramatizing this concept of voyeurism but focusing on investigative news production in his film *The Rear Window*. In television news, the camera brings the news source to the viewer's presence. The source is not aware of the individual's eyes on him or her or what they are looking at. The news source cannot see their faces. For the research, does the viewer get any inner pleasure as he or she watches news? Is there an aspect of such voyeurism? Watching the image, the presence, the energy, the pitiableness, the vulnerability.....?

2.5.7 News and the spirit of the machine

A different thought is triggered by Cook and Bernink's (1999) description of what they identify as the spirit of modernity. It is the spirit of "speed and shock, of no regard to past and present but only that which regards the future.... Of subversion and rapture" (Cook P & Bernink M. 1999, p 114). For the authors, the machine, the new technology moves in, in this manner. They describe this as the spirit of modernity, and argue that this spirit has been deliberately picked up and used by a number of notable film makers especially in the category usually referred to as the alternative film. How about the television news? Is it propelled by this same spirit? These short, dramatic, un-backgrounded, shocking, rapturing accounts.....the very sense of discontentment with the present? Is news then a friend to those seeking change? The research will want to establish the kind of construct which emerges of the television news at the encounter and the kind of content genre in which it is delivered. In this the study will investigate along the second research question which sought to construct the news aesthetics that emerge at the encounter.

2.5.8 News as a futuristic genre

Meanwhile, it is interesting that journalism has for long referred to news accounts as stories. This is in the sense that they are accounts or narratives of something interesting that has happened. Something to be recounted to others, a story to be told to someone or to others. Rabiger (2008) distinguishes between two kinds of dramatic stories by story tellers – character driven stories and plot driven stories. He writes, "When a piece is character driven, the storyteller's vision will be made through the experience of the point of view character or characters. When the piece is plot driven, the story teller's vision will probably hinge more on settings, situations and the idiosyncrasies of the plot..." (Rabiger M. 2008, p 29). It is the argument of this study

that the real life happenings in Kenya that are narrated as news stories combine these two types of the dramatic story and blend them into one. They are stories that focus on the experience of an Uhuru, a Raila, a Mudavadi. These are then characters that the viewer has kept his or her eyes on from some past to now and to whose side each viewer has taken a specific side. On the other hand, they are characters, perhaps in the bigger story of the situation or setting of change and static in the nation or society, a story in which the viewer has a stake and is a participant, a story that has a past and a present and more importantly rehearses the future. For the Kenyan television viewer, the research argues that the news item has the double-barrelled force of these two aspects – the character driven account and the situation driven account. If one considers that both the characters and the settings are also historical, the historical intertext forms a third strand of force and power of the news item that comes to the viewer at the encounter. In other words, the story may be a short thirty seconds account but it cues for the viewer that are shorthand of the person, the past, the present, the situation, and a prediction of the future.

Rabiger mentions “the story teller’s vision”. This may be seen in two ways. The immediate perspective given to the situation or character. It may also be the crafting of rafters towards the final conclusion, the final vision of the story teller. In the dramatic happenings in real life that are constructed as news, journalism talks of the news angle – the perspective that the journalist captures and highlights as what has happened. Consciously or unconsciously, it too has the immediate perspective and the final vision perspective and the viewer would be quickly aware of both at the encounter. The study suggests that the future that is suggested by the storyteller’s vision in the television news is a major cause of emotions generated in the viewer.

2.5.9 News as a continuous emotive account

Rabiger makes another point on dramatic story telling. He argues that a good story teller makes the audience wait. The story teller “raises questions, anticipations, hopes and fears in the audience” but does not resolve them quickly. Rabiger quotes Wilkie Collins whom he describes as the father of the mystery novel, and his statement – “make them laugh, make them cry, but make them wait” (Michael R. 2008, p34). It seems that in this way, the story teller amplifies the effects of the questions being raised, the anticipations, the hopes and the fears in the audiences continuously towards breaking point. The study argues that the same seems to happen in the Kenyan society static and change story before the television viewer. In most cases, it seems the vision of the story teller – the media, is that nothing is changing. The past repeats in the present, the hope in the viewer is not fulfilled but is kept in waiting, in doubt. The research suggests that this too is another force that generates an emotion at the encounter between the news viewer and the incoming television news.

2.5.10 The a action news genre

Meanwhile, Langford (1998) in his book on advanced photography makes some useful advice in taking action pictures. He points out that “the main aim is to capture participants’ skill, anguish and tension.” The study brings this in for two purposes. It considers that news whether in terms of spectacle action type typical of breaking news or utterances by key personalities are all action news sought out by journalism. The first is of physical action and the second is of an invisible movement directed at current situation in order to change it, or to anchor it, or to attack other forces threatening the status quo. Both are sought out by journalism. The first is particularly

endearing to television news as television is a visual medium. But the implied action in the utterance type is also prioritized by journalism. What does the viewer think of these two types? On the other hand are they the only types that he or she can identify? What is the viewer really looking for in the news? What genre is typical at the encounter?

The quotation above refers to a participant's skills and advises the story teller to bring this out as an important aspect in action photography. The study argues that the skill in the news sources is implied and is one of the emotion generators in the viewer. In the Kenyan case for example an utterance by Raila or Uhuru or Kalonzo may imply a skill in the tenacious game of the Kenyan politics. To one, the demonstration of mastery in handling a situation or in advancing the course of his side may give pleasure or anger or sorrow or any other such emotion in the viewer.

2.6 THEORY AND THE ENCOUNTER SPACE

2.6.1 Encounter process as confrontation

Perhaps taking pride of place is the critical thinking about society, its institutions such as media and the diffusion of thought and behaviour. An aspect of this is expressed in Allen (1987) in three ways – that viewers confront the television text, forge and construct its meaning in the casement of imagination; that critical theorists in the larger umbrella of phenomenology are fascinated with the act of reading in which they see “lifeless and pitifully inadequate words on a page” come alive; and that always there can be expected a relationship between reader and text that is either collaborative, of surrender nature, or resistant (Allen R.1987, p 77). The critical

theory proposes an active, involved, engaging, confrontational reader or audience. In Allen above the theory proposes the significance of the action of reading and argues that its process takes the nature of a confrontation in which meaning is constructed in the reader's mind. In the current study, the act of viewing is thought to be important and is conceived of as an encounter so that apart from its meaning of confrontation, the other potential meanings of encounter particularly those associated with communication are examined. On the other hand the larger theory of phenomenology guides the current research in that this specific area of investigation is the area of consciousness – the place where reality emerges reverie-like or as an act of coming awake as it is quickly re-created with other thought essences within the viewer. Perhaps it would be as noted by social psychologist Myers (2005) that “there is a reality out there, but we always view it through the lens of our beliefs and values,” or that the reality presented in the news is understood by viewer as being subjective and the viewer subconsciously moves to counter or confront it with his or her own subjective state. Perhaps the master symbols proposed earlier work in this sense of the lens through which reported reality is looked at. Perhaps the preoccupations proposed earlier are the ones which act as such lenses. What the lens does is explored later in this section. Whichever the case, the study will ask the viewer to capture and detail the going on in the conscious at the moment of encounter for the study to look at. This will enable the research to satisfy the concerns of the third research question on the nature of the encounter process.

2.6.2 Critical theory and the encounter

Meanwhile critical theory is applicable to the study's suggestion that there are important ideological traces that emerge at the encounter. Ideological constructs

around modernity, self identity, ethnicity, class, gender will be sought as the nature of the encounter is closely examined. In regard to modernity, there is a critical school position and there is also a liberal democratic structuralist position. Archer (2012) argues that “in late modernity, societies have now reached the juncture at which some mode of reflexivity has become incumbent in all normal people” (Archer M. 2012, p. 11). People think, people reflect. In the case of the television news viewer, it would be expected that he or she engages the pictorial text of reality presented.

2.6.3 Phenomenology and the encounter process

On the other hand, a key aspect of phenomenology is important to the study. The research assumes that the news viewing is an encounter experience and is guided by the inner dynamics that take place in a human being at the moment of encounter. Husserl in Lindlof and Taylor (2002) argues that “objects are defined in terms of our practical intentions when we encounter them” (Lindlof T & Taylor B. 2002, p 33). In this approach, in coming news brings a new report of reality to the encounter. The viewer becomes alert of what he or she sees and brings it to the encounter arena of consciousness. Three activities happen – viewer intentions surface and come alive. The research uses a broader thought and calls it preoccupation. Secondly in Husserl’s argument, a dominant activity at the encounter seems to be that the human being then defines what he or she sees and this defining is along ones intentions/preoccupations. Meanwhile, a third activity is an argument of this research. Not all the news reports of reality will be paid attention to by the viewer. However, those that he or she will pay attention to will create a situation in which the encounter is an experiencing site for the viewer – both mentally and emotionally. The study hopes to detail and reflect on sketches and constructs that emerge. Husserl’s argument is a key component of the

study and is itself a significant construction of the philosophy of phenomenology which he helped to originate. It is appropriate to acknowledge him in the study as it examines “that which appears” at the conscious.

2.6.4 A clash of two theories and the encounter process

A third larger theory is specific to the functionalist theory of media both at the micro and at the macro levels of analysis. While a key focus is on the individual viewer at the encounter, news content theory mainly focuses on the macro level. In the current research, a fragile site is created in which the viewer uses and gratifications needs theory clash with effects arrows of macro level influences and functions. In this case, two larger theories of functionalism and of effects are considered and are used to examine the findings further. As in the smaller concepts and theories used in this research in which an eclectic strategy is applied, this too is also fruitfully used for the larger theories.

2.6.5 Modernity, post modernity and the encounter process

On the other hand, post modernism and modernism also seem to be important to the study. One of the three research questions seeks to investigate viewer and news interaction in relation to society change ideologies. McQuail (2005) wrote, “The rise of post modernism furthermore came with the concept of relativism. No culture, lifestyle, mannerism, worldview, body of ideas is superior to the other. The concept of a higher culture, of enlightenment, does not arise” (McQuail D 2005, p59). At the end, the outcome of the study will be examined from the stand-point of this thought. From the findings, it is clear that national and societal change is an all consuming desire in the television news viewer at the encounter. The kind of change desired will help

explore this thought on post modernity and to reflect on what really is the current reality and since the century is still young whether to look forward to other new ideas which may help put together new futures.

2.6.6 The notion of an invisible ideology and the encounter process

On the other hand, as the Italian thinker Antonio Gramsci argued, change or static can very well be part of an ideology dominating a people without them being aware. He developed the notion that “ideological domination is invisible because it is all pervasive” (Berger A. 2000, p 74). This is a core insight in his notion of ideological hegemony. In the current study it seems to be the case that the change desired by the television news viewer is part of the dominant global ideology traversing politics, economics, and social thinking. Is it with the fingerprints of hegemony and if it is, is value judgement to be volunteered in such a conclusion? If the changes desired will be a case of such a hegemonic process or dynamic, then the study will also wish to examine if it fits the exciting construction by Schon (1971) of his proliferation of centres theory (Schon D. 1971, p85). In this study, the television viewer would have been conquered, controlled, and been transformed into a centre of diffusion of the ideology of the originators and would be committed to a desire to create around him or her, a world approximating that of “Rome”. Will this be the case? For example, might modernity be such an invisible ideology.

2.6.7 Encounter as an interaction process with consequences

Meanwhile the current television news study has constructed the moment that the television viewer receives each news item as an encounter site. One of the key things

expected to take place in an encounter is interaction. Perhaps every evening there is this interaction. The sociology thinker Anthony Giddens reflects on interactions as follows, “The fact that from birth to death, we are involved in interactions with others, certainly conditions our personalities, the values we hold, and the behaviour we engage in. Yet socialization is also at the origin of our very individuality and freedom. In the course of socialization each of us develops a sense of identity and the capacity for independent thought and action.” (Giddens A, Duneier M. & Appelbaum R. 2006, p.73). Do the viewers in the current research think the television news has had an influence in regard to how they look at the country and what is going on? Are these fleeting encounters of interaction of any consequence particularly in regard to this change phenomenon? Giddens conclusion seems to be attractive. Interactions must have consequences. In the case of television news this is one of the limited ways in which the viewer receives information on what is going on in the country.

2.6.8 The process and the character of “fleeting encounters”

On the other hand, the current study has also reflected on the encounter along Simmel’s argument that the encounter is pregnant with cues and traces of a society’s character. For this study, it would then be assumed that activities and processes at the encounter are pregnant with societal and individual codes and cues which may permit exciting constructs. It is from Simmel’s concept of fleeting encounters that the current study forms part of its title. In his conceptualization, the casual fleeting encounters are loaded with cues which profile the character of a society. Drawing from this, the current study hopes that the fleeting encounter between the viewer and the television

news if closely examined may yield states, processes and therefore emerging constructs which speak to the viewer and television news scholarship.

2.6.9 Naturalism and the encounter

Another larger theory considered by the current research is that of naturalism. This is in two ways. First the research traces a surrealistic aesthetic it expects to form at the moment of encounter of a continuous national story with a past, present and moving towards the future, each day at the cliff hanger point of change. The naturalism school of art argues convincingly that real life offers the greatest dramas that story tellers should focus on and that such dramas then offer greatest opportunities for observation and study. But the philosophy of naturalism also seems to have been carefully courted by those who have fashioned the modernity project. The focus on the individual on what is now referred to as bio-economics uses supposed natural traits in the human being of self love, of an aggressive orientation to conquer and establish an empire of influence and self benefit, and to use the mind to harness what he or she sees in nature in terms of principles and processes, replicating them in little slices into technologies and technological devices and innovations.

In summary, these theories will walk with this study.

2.7. THE EXPLOSIVE FUTURE AS CONTEXT

2.7.1 Television news and the new media

First, this can be explored through the context of the new media – one that could have influence on how the future television news in Kenya will look like. There are possibilities brought in by emerging technologies, its transformation of audiences into

news and information producers and disseminators, and its spectacular capture of the young into its space. The demographics state that Kenyans who are thirty years and below are seventy percent of the population. Briefly, a summary of what has been observed and argued about the new media is presented.

Allan (2006) summarizes characteristics of the new media mainly focusing on bloggers. He identifies an emerging nature of content which he argues will have an influence on the way mainstream news is thought of and done and presented. He identifies the following characteristics;-

- (i) It has compelling live accounts
- (ii) It is told by eye witnesses
- (iii) It is part of a wider network of stories bringing depth and understanding
- (iv) It is raw as felt and thought, not edited
- (v) It is a mix of raw news, analysis, condolences
- (vi) It brings home the enormity, the scale of what is happening
- (vii) It is immediate and first in breaking news
- (viii) It has alternative perspectives, foreign views, and occasionally a first person account
- (ix) It has disclosure and widens the circle of disclosure(Allan 2006, pp 9-21, p 84).

Allan quotes the founder of the Centre for Citizen Media in the USA Dan Gillmor comments which he says are part of a paradigm shift in the way traditional journalism operates. He says, "My readers know more than I do, sometimes individually on specific topics, but always collectively" (Allan 2006, p 85). Gillmor who is also a newspaper columnist and a blogger concludes with this statement, "The former audience know more than we do and once we embrace that, we can get in to some

powerful journalism” (Allan 2006, p 180).He also notes that “enhanced forms of audience participation will influence, by definition, which news stories are covered, how, and why? (Allan 2006, p 180).

These observations refer to a changing audience as well as a changing journalism. The first involves a change in media perception of audience expectation as well as a change in audience behaviour. In another perspective what is considered a change in audience expectations could very well be a discovery in journalism of expectations which have always been there in audiences but which have now found an outlet, a gratification.

Meanwhile, another aspect of this changing journalism would be this new starting point that individuals, groups, segments of the population, of audiences know of a matter much more deeply than the journalists and that it is prudent and useful to let such give the account or even interrogate such a matter. The research summarizes these observations as a revelation of a knowing audience as well as an audience which has started to participate in construction of accounts. If this is indeed the case, the research than will not be wrong to trust that, members of the audience will discuss and detail their thoughts on news reports from a position of knowing and depth.

Meanwhile, as one examines the new media, its technologies also point to great changes that are expected. These include the introduction of the 4G wireless technologies which will among other things permit adequate video signal carrying capacity into mobile phones. This will in turn allow mobile phone television reception on a mass scale and causing a major revolution as has taken place in regard to radio in which millions of Kenyans now access radio through their mobile phones. For

television, it will mean ability to watch television at any place anywhere, ability to watch it individually and therefore to watch only what one wants to watch, and ability to watch television even in areas where there is no electricity in the homes. For the study perhaps the most significant aspect will be the all day access to television news and the enhancing of viewing as an individual experience. As the study interpretes the research claims, this view will be considered. In regard to the research questions, the unfolding technological future could have an influence.

2.7.2 Current viewer and market behaviour

Meanwhile, Synovate a media marketing research organisation in Kenya carried out a quantitative study among television viewers in 2010 and documented the following results – 72% of the television viewers had watched Citizen Television in the past seven days, 41% KBC, 40% KTN, 39% NTV and 10% had watched K24 Television. This indicated that viewers watched more than one channel, Citizen Television was way above it's competitors in numbers of viewership, and that three other stations of KBC, KTN and NTV had almost the same size of viewership. The research recorded as share of viewing in total survey area as follows – Citizen 46%, KBC 14%, NTV 13%, KTN 12%, and K24 having 2%. Citizen apparently dominated the viewership with almost half of the viewers. The study also documented that for all the stations involved in the research, there was very little viewing during the day but viewing picks up sharply from 4.30 pm peaking at the seven pm news and at 8pm when popular movies are shown and then at 9pm when the stations show the English news. The research also categorises the viewers into light viewers (those who had viewed up to 5 hours in the past seven days), medium viewers (up to 10 hours a week), and heavy viewers (those who had viewed for over 10 hours in the week). Among the

stations, Citizen Television had its viewers distributed as follows – 58% were heavy viewers, 23% were medium viewers, and 19% were light viewers. For NTV 23% were heavy viewers, 33% were medium viewers, and 44% were light viewers. For KTN, 18% were heavy viewers, 29% medium viewers, and 53% light viewers. For KBC, the distribution of its viewers was 61% light viewers, 22% medium viewers and 17% heavy viewers. For K24, 79% were light viewers, 13% medium viewers, and 8% were heavy viewers (Synovate 2010 4th quarter). These are interesting statistics. If almost half of the television viewers had watched Citizen Television, over half of that number were characterized as heavy viewers. For the other stations, the light viewer category dominated. The Synovate research found similarities between urban viewers and rural viewers in this aspect.

For the current study, these statistics will help in three ways. Certainly, a light viewer and a heavy viewer are different or are they? Firstly, the study could opt to examine their differences as they encounter the television news or it could filter out the light viewers and concentrate only on the heavy viewers. Secondly, the study could look at the definitions again. Watching television for over 10 hours qualified one to become a heavy viewer. If one had watched television for 11 hours in seven days, that amounted to watching for one hour, and 34 minutes each day. For the current study, it will be useful to also zero in on television news watching. A person who watches television news every day of the week at 9pm watches for 30 minutes and would not qualify as a heavy viewer in Synovate's research. For the case of the current study, he or she should qualify. Yet, it is still useful to profile the viewer if beyond watching news, he or she also watches other programmes.

Apart from the Synovate research the following findings are also relevant to the study -Twenty eight percent of Kenyan households own a television receiver. This is according to the Kenya Bureau of Statistics (2010). Electricity availability is the main constraint regarding the spread of television ownership and viewing. The survey report also indicates: that more men watch television than women, the television is much more an urban phenomenon than a rural one.. Fifty seven percent of urban households own a television receiver compared to eighteen per cent of rural households (KNBS 2010, p 24). The report indicates that thirty four per cent of women watch television at least once a week compared to 49 per cent of men (KNBS 2010, p 36).

Meanwhile close to seventy percent of the population is under thirty years of age,a Kenyan household has 5.1 persons according to the survey report. The majority of Kenyans have a primary level education. Twelve per cent of men have attained secondary school level of education as well as nine per cent of the Kenyan women (KNBS 2010, p15). Nineteen per cent of the Kenyan women and thirteen percent of the Kenyan men have no education at all, according to the survey report.

What is relevant for the current study in these statistics? Five arguments are made. If about seventy percent of the population have only a primary school education, a channel like television can be used to advance their thoughts, information, strategies and worldviews together with the other mass media especially radio. Meanwhile the fact that only 28 per cent of households had access to television was mainly tied to access to electricity. Currently, a well financed government initiative aims at making electricity available to over half of the population by 2017. Meanwhile, another aspect of the survey notes that 70 percent of the population is under 30 years of age. This is

almost the nation itself. It is a young nation or a nation of young people. What does the future hold for them? The research expects that an inquiry into society change thoughts and feelings at the viewer and news encounter may help to construct an exhibit for study of this future issue.

2.8 Literature Review Summary and Reconstruction

The first research question is about the type of viewer who constructs at the encounter between the television viewer and the in coming news.

The literature review identifies types of news viewers as follows-:

2.8.1 Viewer types

The literature review first proposes a cluster of viewer types in relation to potential effects or influences and of great importance, the viewing behavior of each. These were the collaborative, surrender, resistant, dynamic types. Simultaneously, each of these could be said to indicate power relations, type of encounter, degree of closeness or distance between viewer and in coming news, degree of fleeting-ness of the encounter, and mutual contribution to collaboration, surrender, or resistance of viewer and the incoming news. A second cluster is in regard to seriousness of viewing and the literature review identifies the type of viewer along the light viewer and the heavy viewer types upon the criteria of duration of viewing, intensity of viewing – such as, in remembering details of an item, depth of viewing – such as, in connecting the item to other texts. A third cluster was along the degree of interactivity. A construction of this viewer type cluster would be along viewer action towards the time of the encounter and during the time of the encounter, viewer participation in encounter comments, viewer and break-out of emotions. A fourth cluster is constructed along

purposefulness of viewing. There is the purposive viewer type with such characteristics as - is deliberate, interprets news along relevance to core preoccupations, is a viewer type who links news viewing with practice – who seeks content relevant to core career - for example farming or business. Lastly, there is the demographic cluster of viewer type defined along gender, ethnicity, political affiliation, occupation, social change activism, and age viewer type.

The current research is convinced that as this is a communication encounter, it is critical to understand the kind of participants at the encounter and the research particularly wants to understand the viewer who comes to the encounter. The expectation is that his or her type would have a bearing on what really happens at the encounter.

2.8.2 Master Symbols

The third research question investigates the process of the encounter. In this regard the literature review identifies master symbols that may be constructed within a viewer as follows –Sentinel master symbol, iconic master symbol, indexical master symbol, epic master symbol, priming master symbol, scripting master symbol, mental model master symbol, warning surveillance master symbol, and instrumental surveillance master symbol.

It could be the case that, when constructed, the master symbol then becomes the lens or the filter through which incoming news on the same phenomenon is received, is quickly interrogated, is judged and recognized. It seems like a normal way of the

mind to simplify the process of recognition and quick response to stimuli by using existing master symbols.

On the other hand, the essence of each news item is a communicating sign of meaning. For example, a road accident scene is shown in its grisly detail. Depending on what other little detail is added to the story there will also be an inner message flagged by the media channel. For instance, it could be the inner suggestion that the accident was due to police negligence or corruption.

In this case then the master symbol is the potent construction of the news content. It means then that the master symbol phenomenon is at three places or can be at three places – is the resulting influencing image created in the mind after the viewer interacts with the news, is the influencing image in the mind of the viewer of a particular phenomenon prior to receiving the news item, or is the potent essence-image contained in the news account (e.g negligence or police corruption). If these master symbols are real, perhaps they will add to understanding of the nature of the encounter between the television viewer and the incoming television news. One may also propose a relationship between some of them and assign a specific aspect of meaning to some as follows - The sentinel master symbol is a good umbrella for the warning surveillance master symbol, the instrumental surveillance master symbol, for the indexical master symbol, and for the aggressive defense and action attitude suggested by the word sentinel (as of sentinel guards and dogs).

The priming master symbol on the other hand localizes understanding of incoming content. It provides the view that from where we are, this is how we are going to

understand the content. It primes understanding towards a particular direction rather than another. But it seems closely related in meaning to the scripting master symbol as well as to the mental model master symbol. The latter is relatively a much newer construction and the study picks it up as the umbrella master symbol for this cluster. Then there is the iconic master symbol which may define all the master symbols. Each of the characteristics above defining the master symbol is strong enough to give it its inner essence, its inner impetus and furthermore, to cause the symbol to operate ironically. All master symbols then can also be said to be iconic master symbols. On the other hand, there are individuals who epitomize specific movements or impetus that are important in society, for example in any of the directions towards societal change. It can be the impetus towards greater change, static, or a rebound to the past. These would be iconic personalities. Similarly one may say that certain features epitomize an important phenomenon in the public domain. Currently for example certain features define the terror attacks in the country. They are iconic to the terror attacks. Finally, there is the epic master symbol – with the notion of a long drawn out conflict, with heroes and villains, and a moral value drama..

2.8.3 Preoccupation

On the other hand, the literature review has examined and limited the concept of preoccupations as follows – First the situation preoccupations – personal, community, and national situation preoccupations. Part of the investigation is to understand if incoming news seems to define the situation in the eyes of the viewer. It is also to examine if such a definition is seen as having relevance to the viewer's own situation or world. While viewer preoccupations will be expected, the study will prioritize

those that worry or linger in the mind or inspire. The study will examine if the definition of the national or societal situation has any active interaction to any of such preoccupations. Secondly, the study examines income preoccupations as a stand alone preoccupation. It examines whether incoming news speak to or is quiet to self income activities, concerns, or plans. Thirdly, another preoccupation to consider is the encounter preoccupation if at all there will be any. This could be such as perceived inadequacies of the news, perceived inadequacies around the setting, or perhaps ones inability to understand clearly what is being broadcast.

2.8.4 Viewer interaction

Fourthly, the literature review helps to construct the viewer interaction experience as follows - Experiencing an interaction space where the national situation and the personal situation speak to one another, experiencing an interaction space in which the viewer's national identity is subtly defined by incoming television news – what it is like to be a Kenyan – (for example, to inherit a destiny or to imagine it? To be a modernist change thinker or a post-modernist change thinker? To be part of a nation and people who can never make it, a people who fail constantly or to be part of a rising continent? An interactive space in which the viewer recognizes himself or herself as a knowledgeable social actor – able to discern significant conditions in situations or to discern resources which can lead to success.

On the other hand such a construction enables - a differentiation of viewer types along degree of such knowledge, an addition to viewer expectations, that there would be information on skills from television news to make such discernments, enables the

study to construct a change disposition in the viewer, and to construct another viewer expectation of action bound content.

Meanwhile, the viewer may also be experiencing an interactive space where live-cords of context around self may be touched by in coming news. Such cords may be to do with – viewer’s self-concept and self-esteem along - self approval, self-rating, self-confidence, or self-portrait. In addition there could be viewer activities as self-presentation, self-discovery, self-expression, and self-aesthetics.

Lastly other context aspects are – viewer activity as self-disclosure, viewing and core income stream, viewing and change consciousness (self and rising tide of social excitement and consciousness), viewing and the context of the shadow (the shadow-less man and a man under the shadow), viewing context and the concept of the proliferation of centres (the encounter as a centre of conquest, control, diffusion in modernity and in the upsurge of globalization).

2.8.5 Hypertext

On the other hand, the review focuses on the television news as hypertext made up of the following :ideological traces in news on class, gender, ethnicity, nationality, religion, any other; news as montage; news as a societal change genre; intimatization; news genres consisting of news, news features, investigative reports, live reports, eye witness reports, analytical news - and the carrying capacity of each; and either the conceptualization of news as the attacker hypertext or the conversation hypertext.

2.8.6 Conclusion

The literature review and its summary above highlight aspects to consider and to think about as the research moves to formulate, investigate and think about the nature of the encounter between the television news viewer and the television news. This literature review generates a myriad of aspects which all have potential in illuminating understanding of television viewing from a researcher's point of view. More important will be the research viewer's point of view. These aspects of the review will be used with caution in the initial questioning. Some may become part of the tools to crack open the flow of multiple thoughts and feelings and to bring them to fuse, synthesize and metamorphosize. They will be used together with thought and feeling ideas from the research viewers.

2.9 DEVELOPING THE RESEARCH QUESTION

Marx (1997) identifies the following as sources of research questions – intellectual puzzles and contradictions, the existing literature, replication, structures and functions, opposition, a social problem (from a theoretical perspective), gaps between official versions of reality and the facts on the ground, the counter-intuitive, empirical examples that trigger amazement, new methods and theories, new social and technical developments and social trends, and finally personal experience (Bryman A. 2012, p 86).

The above literature develops research leads in a multi-directional investigation. It is expected that this will be examined and explored in the highly concentrated incidence

of viewer and news encounter. But Marx refers to the intellectual puzzle. The current study focuses on the encounter between the viewer and the television news. Its nature as investigated by the viewer will answer the puzzle of the research - what is to be made of the viewer and the television news encounter from a viewer's perspective? What is the nature of this encounter?

Meanwhile according to Lindlof and Taylor (2002) qualitative research uses research questions rather than hypothesis. Rather than confirm presence or absence of phenomena, its aim is to interpret qualities of social phenomena (Lindlof T. & Taylor B. 2002, p 88). The research question and the subsequent objectives in this research then are open ended probes that "orient the researcher's interests to the scene of investigation". Later, if a question turns out to be less relevant than it was before, it is dropped or rephrased (Lindlof T. & Taylor B. 2002, p 88). At the initial stage four aspects of the nature of the encounter are prioritized and form part of the research question. They are viewing and viewer preoccupations, the internal process of viewing in viewer, ideological traces at the encounter, and the viewer affinity news genres. The research question is phrased as follows – What is the nature of the encounter between the television news viewer and the incoming news in regard to viewer preoccupations, viewer experiencing, and society change ideologies?

In the literature review, the research has selected aspects around the viewer, the interaction process, and the incoming news. These have been gleaned from different theoretical streams each independent of the other. If examined together at the moment of the encounter, perhaps these come together and create a new gestalt phenomenon in viewer's encounter experience or they remain independent and unconnected each

having its own influence in viewer. What will be the case? In addition, it would be useful to find out if these concepts found in literature apply to the localized encounters in the current research. As Baran and Davis (2006) point out, the ontology of interpretive theory is that “what is real and knowable about a media system is real and knowable only for the specific social system” (Baran S.& Davis D. 2006, p 330.) This research argues that there is a gap at phenomenon at the encounter, that literature does not specify any link between viewer preoccupations and the nature of the encounter, that there is little clarity about the encounter and viewer interaction and experiencing, and that little is known of what happens at the moment of the encounter in the local social systems of the current research.

2.10 PHILOSOPHICAL REFLECTIONS

This is an audience research. McQuail (2005) argues that there are two approaches to audience research based on research goals. One approach has media centred goals and the other has audience centred goals. In the first, the research carries out an audience research to establish media reach for purposes of either “book keeping and advertising”, to understand in order to manage audience choice and behaviour, to look for new audiences, or to test new programming and formats. In the audience centred goals approach, the audience research aims at looking for ways to serve the audience better, to assess media performance from the viewpoint of the audience, to understand why audiences choose particular media and what use it makes of them, to “uncover audience interpretations of meaning”, and to examine the context of media use (McQuail D. 2005, p 402).

The current research is intended to be based on the latter approach – an audience centred approach to audience research.

The following considerations seem to be relevant to this part of the study. It relates to thought-sources that provide options for the research. What is the predominant direction of the search – is it wide and spread out or is it a depth search? What is the search looking for? Is it looking for reasons why or is it looking for a description and an understanding of a living and a dynamic reality? Indeed, these are old questions which differentiate the quantitative research approach to the qualitative one and their different epistemologies. The current research is a depth search and is also looking for a description and understanding of a living and a dynamic reality.

2.11 THE LARGER PHILOSOPHICAL ARGUMENTS RELEVANT TO THE STUDY

After the findings have been analyzed and the process moves to the next step of interpretation, it is important to locate the outcome into the larger thinking in scholarship. The study surveyed out and thought that the following such larger ideas are useful for such a purpose. The first is to do with ideas around post modernism. McQuail D. (2005) wrote, “The rise of post modernism furthermore came with the concept of relativism. No culture, lifestyle, mannerism, worldview, body of ideas is superior to the other. The concept of a higher culture, of enlightenment, does not arise” (McQuail D. 2005, p59).

At the end, the outcome of the study will be examined from the stand-point of this thought. From the findings, it is clear that national and societal change is an all

consuming desire in the television news viewer at the encounter. The kind of change desired will help explore this thought on post modernity and to reflect on what really is the current reality and since the century is still young whether to look forward to other new ideas which may help put together new futures. Above all, to see if it will help to better understand the encounter.

On the other hand, as the Italian thinker Antonio Gramsci argued, change or static can very well be part of an ideology dominating a people without them being aware. He developed the notion that “ideological domination is invisible because it is all pervasive” (Berger A. 2000, p 74). This is a core insight in his notion of ideological hegemony. In the current study it seems to be the case that the change desired by the television news viewer is part of the dominant global ideology traversing politics, economics, and social thinking. Is it with the fingerprints of hegemony and if it is, is value judgement to be volunteered in such a conclusion? If the changes desired will be a case of such a hegemonic process or dynamic, then the study will also wish to examine if it fits the exciting construction by Schon (1971) of his proliferation of centres theory (Schon D. 1971, p85). In this study, the television viewer would have been conquered, controlled, and been transformed into a centre of diffusion of the ideology of the originators and would be committed to a desire to create around him or her a world approximating that of “Rome”.

Meanwhile the current television news study has constructed the moment that the television viewer receives each news item as an encounter site. One of the key things expected to take place in an encounter is interaction. Perhaps every evening there is this interaction. The sociology thinker Anthony Giddens reflects on interactions as follows, “The fact that from birth to death, we are involved in interactions with others,

certainly conditions our personalities, the values we hold, and the behaviour we engage in. Yet socialization is also at the origin of our very individuality and freedom. In the course of socialization each of us develops a sense of identity and the capacity for independent thought and action.” (Giddens A., Duneier M. A & Appelbaum R. 2006, p.73). Do the viewers in the current research think the television news has had an influence in regard to how they look at the country and what is going on? Are these fleeting encounters of interaction of any consequence particularly in regard to this change phenomenon?

Mark Woodhouse argues that a person who seeks to know cannot escape philosophical issues (Leroy Miller 1998, p.12). One may understand this to mean that, after asking one kind of question regarding a matter, another question will spring from another corner or right from under the response to the first question, and after the second question, another and another. Philosophy of knowledge asks one such a question, what is to be known? Is it something that is already formed and unchangeable, or is it something that is dynamic and unstable? If unstable, is it something knowable to a final exclamation of knowing?

The current study is about the encounter between the television news viewer and incoming television news during individual sittings at the time of the research activity. The ambition of the inquiry is first and foremost, to capture the life-world of this encounter from the point of view of a variety of viewers and thereafter to observe emergent patterns in the world made stable by the viewer for purposes of naming or categorizing and then – making sense of it.

It is important to locate the impulse to want to know as a natural quality in all persons.

Aristotle stated that “All men by nature desire to know.” (Leroy Miller 1998, p. 19).

By men, Aristotle referred to human-kind. Rephrased, his statement would read, - all men, women, youth and children by nature desire to know. This desire, it would be expected, would be in them, continuously. It would therefore be expected that, one would know to a point and later to another point, or one would know to these facts or view points and then suddenly other facts or viewpoints may appear which challenge and remove the earlier knowing. Still in a subtle manner, changing in knowing may occur slowly but surely or it may appear abruptly after a sudden experiencing.

In this study, the viewer moves to the encounter with the desire to want to know as he or she has normally done in the past. In the research however he or she is asked to move into that life world of the encounter with the intention of knowing that world. The researcher in turn requests to have a glimpse of this knowing, and to be able to make sense of it as a journalist and as a researcher in television news. And finally, to be able to look at the findings and to make a coherent argument or arguments that affirm a certain understanding of the world of this encounter or create new understanding of aspects of it.

Leroy Miller (1998) stresses that a valid argument must have evidence that ties to a proposition or a premise (Leroy Miller 1998, p.28). The research expects that a viewer himself or herself seeking to know what is going on within, at the live point of the encounter and the seismic movements if any that may occur, will be recording emergent details and constructs.

What really happens in this self reporting by the viewer? Even though what he or she is reporting may be fluid and changing, the viewer must seek to apprehend it at a point where or when it is most intelligible to him or to her. For example, if a news item produces the emotion of sadness and anger simultaneously, the viewer may struggle to locate what emotion has a greater thrust into the experiencing. Similarly, the viewer may be struggling to determine if a news item that he or she considers to have some truth and untruth is to be categorized as true or false, and if false, to be immediately resisted.

As the researcher examines the responses from the viewer the insight about such categorization demonstrates a limitation in the inquiry. A categorizing process both by the viewer as well as by the researcher is reductionist.

In a way, this is a special kind of research. It locates the inquiry at the site of the encounter..... the encounter as reported at the point of consciousness, as the viewer becomes conscious of his or her own consciousness activity.

Theory locates this kind of research under phenomenology. According to Miller (1998), phenomenology refers to something experienced by a person's consciousness (Leroy Miller 1998, p.180). Perhaps one may describe consciousness as simply an inner realization – an inner realization of what I have experienced or I am experiencing, or I have come to know, or to believe, or to believe in, or to desire. In this are thoughts and assessments of what has happened or is happening, are values and a value – weighing scale, are live-wire action states, are a life-world of personalized conscious.

What is the best way of getting to this world?

Molly Andrews (2007) writes, “Our stories are not and can never be wholly personal. Rather, we perceive reality in terms of stories, and ultimately, how we construct, interpret, digest, and recount for others our own experiences, bears a strong relationship to the story-lines that are already out there.” (Seale, Gobo, Gubrium, and Silverman 2007, p.100).

The story-lines that are already out there helping us describe, interpret, re-create, name what we experience. In other words, while the world of conscious is individual, yet the person makes sense of it using categories, names and reactions to, using story-lines existing in his or her own immediate community. Perhaps storylines either constructed from what several individuals have experienced, or turning point experiences of one or two individuals which society then canonizes and makes available for public appropriation, or as part of a new vocabulary in the movement and tumult of society advance and change.

Are these story-lines not perhaps also expressions of theorizing by the society? Is this then also to confirm the assertion that one cannot blanket out theory all together? In one way the advantage of this research is that the audience involved is un-researched. While its struggle to name national reality may fashion around story lines out there, its dynamic engagement at the encounter has no local story lines. It may be expected that any research for example from the developed, western countries is dealing with audiences quite different from the ones of this research and the story lines from those researches may be easy to blanket out. The current research has an expectation that new and unique information may emerge from the current encounter study. For the

researcher certain story-lines also exist on the world of consciousness from theory and research. Boca (1988) summarized audience activity in audience research as follows – selectivity, utilitarian, intentionality, resistance to influence, and involvement (MacQuail Denis 2005, p.415-416).

If one examines audience and television news, one would be expecting that perhaps there is or there is no incidence of selectivity, of utility, of intentionality, or resistance or of involvement.

The current study expects that if the viewer is to examine these upon viewing of television news, it would not be difficult for him or her to describe and assess what has happened in regard to each of them. Neither is it an ethically loaded burden for the viewer except of course in terms of time and trouble. Indeed the research proposes that it should turn out to be quietly exciting for the viewer as he or she struggles to examine the different descriptions of thought and ideas which surface, capturing what he or she has just seen. Putting it into words and in a way constructing its meaning for the first time as it were, becomes a pleasurable act of control (naming is an act of appropriation of control), a self-discovery tasted in the act of self-expressing, and lastly a kind of pleasure gained out of a virtual action in judging those in the news events.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 RESEARCH METHODOLOGY

3.1 INTRODUCTION

This is a qualitative research. It sets out to examine the nature of the short, expiry encounters between the viewer and the incoming television news as experienced by the television viewer in the selected sample of the study. It focuses on the features of the fleeting encounters as well as the dynamic processes at play from the viewer's perspective. It is therefore the case that the descriptions and reflections by the viewer would be subjective and perhaps peculiar to each individual. As the purpose is to understand this space (the encounter) and what really goes on, the qualitative paradigm is the best suited. The study argues that in order to understand this space, it is key to develop a sketch of the viewer as he or she comes to the encounter, as he or she is in the encounter, and as he or she is after the encounter. It is valuable to construct a mapping of the different relationships that different viewers develop with the incoming news and to capture the viewer's own construction of that which he or she is meeting with, at the encounter. Certainly, some of the aspects could be quantified and a tally of how many viewers fit into those aspects be worked out. However, that is not the intention of the current study. From the ontological assumptions to the epistemological paradigms, this is a qualitative study using the hermeneutic strategy of constructing reality. In other words, the very assumptions of what the study is looking for, the assumptions that reality will not be a completed, fixed, existence but rather will be a construction of the viewer with input from the researcher - these are qualitative research attributes and its orientation. Again the

methods of the project follow from these assumptions. The viewer for example is made to take time to reflect on what he or she has seen and heard and has experienced at the encounter. Through the diary method, the viewer is with the instrument for seven days in the first phase of the investigation. After three weeks, the researcher has another one hour of in-depth interview with the same viewer. One of the expectations was that the viewer after filling the diary for seven days would continue to think of his or her responses and his or her whole behaviour at the encounter much after the diary write-ups have been taken. She or he would have clarified for herself or for himself regarding different aspects of the study as he or she continued to watch the news each evening. On the other hand the in-depth interview method would have probes intended to help construct individual variations of the encounter experience of each viewer. The purpose again was to have a glimpse of the transitory rainbow texture of life at the encounter as experienced by different viewers as they came face to face with different kinds of television news. Six new questions were added to the in-depth interview schedule which was not in the diary guide to explore other emerging interests.

Lastly, the study used the focus group discussion research method on participants other than those who had filled in the diary and who were also research participants in the indepth interview phase. The focus group discussion participants were drawn from the same research places where the research partners had been drawn from. The purpose of this third phase was to have group members construct individually and together other aspects of viewer experiences at the encounter. Therefore different questions were introduced at the focus group discussions phase. The FGD guide is attached as Appendix IV.

Meanwhile, the response analysis was carried out through the qualitative research approaches especially those in the household of hermeneutics. These were the semiotic, rhetoric, critical, and genre analysis approaches. The responses upon categorization and analysis were placed in further larger categories which were then considered along the different research questions. Upon examination, it was found that some of the responses in different questions could merge and in doing so, they constructed significant claims.

As the research methodology is introduced, it is important to look at the philosophical underpinnings of the inquiry.

3.2 THE PHILOSOPHICAL FRAMES

Research paths branch into two - the qualitative and the quantitative paths. Each has cultivated its philosophy, approaches, tools and procedures as well as its visibility and claims. Each has stated its purposes and orientation to truth.

While the two approaches have existed for more than a hundred years, society and scholarship have benefitted from both.

For the purpose of this study, a position is taken that while there are several aspects television news viewing which can be researched fruitfully using the quantitative approach, the purpose of the current study will be much better served by a qualitative approach. Such an approach then informs the study right from the philosophical foundations through to its every aspect. This is a qualitative research.

3.3 BACKGROUND TO THE PHILOSOPHICAL POSITIONS

Qualitative research has different streams born out of its waters. Today, its energy is still intense, resulting into ever newer procedures and insights.

Bryman (2012) distinguishes the qualitative research strategy to the quantitative one through three key considerations as follows:

1. “It observes an inductive view of the relationship between theory and research. The former is generated out of the latter.”
2. “Its epistemological position is described as interpretivist. Rather than stress on what is referred to as the scientific model in the quantitative strategy, the qualitative research stresses on the understanding of the social world through an examination of the interpretation of that world by its participants.”
3. “An ontological position described as constructivist. This implies that social properties are outcomes of the interactions between individuals, rather than phenomenon ‘out there’ and which is also separate from those involved in its construction.”(Bryman A. 2012, p 380)

In regard to the research at hand, it was to be the continuously emerging / developing reality which was to trigger and inspire reflection and theorizing. In addition, the television news viewer’s world at the encounter would be let to unfold as the viewers described and interpreted it, as they pondered and constructed it.

Meanwhile, the ontological lenses were constructivist. Firmed thoughts and clear identifiable feelings about the television news encounter were not thought to be in some inner chamber in viewer for direct apprehending. Assumptions of the approach

taken in the research were that understanding of such thoughts and feelings would continue building up, spearheaded by the research partners who would be adding to their constructions progressively.

Keegan (2009) offers further understanding of the interpretivist approach. She notes that a quantitative approach and a qualitative approach may both plan to gather data using the focus group discussion method but the two will be quite different and each will collect different kinds of data. The latter will be an interpretivist focus group. It would start with an awareness of constraints and strategizes and a process to overcome them. Keegan quotes Wendy Gordon (1999) and her list of assumptions underlying an interpretivist group as follows – What people say may or may not be what they really think, do or mean. Socially acceptable, politically correct and conformist attitudes will be expressed unless the group is encouraged to share more heartfelt feelings and beliefs. Keegan herself points out that the moderator of such a group 'is and cannot but be part of the group'. Perhaps the sense is that if the moderator cannot be without his or her own views or feelings towards the matter at hand even as she or he makes sure that everyone's contribution is put on the table, the activity will not penetrate to the place of genuine thoughts and feelings in their raw, incomplete, live form. In my many years of interviewing in journalism, I came to realise that when I also expressed my points of view on the matter I was seeking information on, we were able to quickly get to the heart of the matter. Each would be drawing from an inner confidential place where we would not otherwise have reached unless after very long discussions. The interviewee was able to say he or she totally disagreed with my position and gave reasons or agreed and elaborated. The interviewee set aside officialdom and moved in to the open, holding in the hand, the

hidden in mind and heart. My duty thereafter was to ensure that, I only constructed the account from the interviewee's responses and perspective, and not from my own.

But my approach in interviewing was also born of a larger philosophy which is part of the driving force in qualitative research. That the interviewee is the key person and what he or she says, thinks or feels must be the stone and cement for the reconstruction and post-construction of phenomenon under investigation. From the traditions of critical thought, all persons matter and the life of each is significant. Each is to be approached with respect and interaction is to be dialogic.

But there has also been a tradition in qualitative communication research. Lindlof and Taylor (2002) record key features of this tradition who provide different data analysis methods as follows –

- (1) Conversational analysis – examining conversational structure
- (2) Discourse analysis – examining oral, written and visual texts and their ideologies (from which they are birthed, or are loyal to or help to escalate)
- (3) Ethnography of communication – focusing on cultural codes and rituals
- (4) Micro-ethnography of communication – “practising fine grained analysis of both verbal and non verbal practices to create holistic portraits of embodied, situated interaction.”(Lindlof T. & Taylor B. 2002, p 21).

For the study at hand, the fourth approach is adopted as well as the second approach. A close examination of viewer phrases, words, imagery, and meaning help to construct an illuminating sketch of the news encounter of the viewer and the incoming

news. In addition, a discourse analysis approach is used to situate and explore where the emergent fits in, in the ferment of the residual theories with influence.

The authors furthermore identify the following about qualitative research tradition in communication –Lofland (1971) notes that qualitative research is different from quantitative research significantly by the questions it asks. (In this study for example, the research questions focus on the qualities of the encounter rather than its quantities, between the television news viewer and the incoming news. The questions aim to describe and to interpret what happens from the perspectives of a variety of viewers);

Denzin and Lincoln (2000) point at the difference in qualitative research in its research process – among them, putting together a view from fragmented clues (and putting such clues into an expressive ‘mosaic’ in the creative forgery of the research participants minds and hearts). These are strong contributors in the resurgent approach of qualitative research. It gives the sense of a relentless tracing and linking of scattered symptoms of new but hidden understanding of a reality. It is assumed that these clues will be hidden in thickets of information and both the research partners and the researcher will develop the understanding together.

This putting together of scattered clues is in line with the hermeneutic enterprise in which full meaning is achieved by bringing together different texts and the layers of meaning in each of them. It is also in line with the micro-ethnographic approach and the discourse analysis approaches which the study has adopted; Lindlof and Taylor (2002) also note that qualitative researchers use the aesthetic form of montage “in which images of social life are juxtaposed to create a larger narrative” and pentimento “in which obscured elements of social life are restored for consideration”.

The second refers to the clues mentioned earlier and the first introduces a process of categorizing, analysing, rearranging, and interpretation from different clues or what may be described as eclectic germination. Both speak to a process of reflecting and moving back and forth – the iterative process unique to qualitative research, for the patchwork of clues must be arranged and re-arranged and once again rearranged, as a link births a useful meaning that advances new understanding; according to Lindlof and Taylor (2002) “A fruitful way of studying communication is to look at episodes of interaction.”

In light of the current study, television news viewers are asked to document their viewing of news bulletins over a period of one week. These will then be studied as individual and collective episodes of viewing. From the time a viewer is in the activity of settling down to watch news, to the different activities during and after, and to the experiencing of the incoming news by heart and mind – it is these episodes of encounter upon which the research accesses raw live data from the research partners; the authors then point out that “Communication is a complex field whose diversity encourages multiple and competing claims about its identity”. The current study is a communication research inquiry. Is the heart of the matter mono-colour or multi-colour? Is it nuanced, is it flowered with contradictions and their contests? Will one need a lens that has eclectic abilities? For example, will there be viewer thought signifiers that require ideological interpretations and perhaps some psychoanalytic perspectives. Will the lens be that of still, one moment freeze or will it capture a live moving and changing image calling for a deeper examination and understanding?; “Data in the inquiry is generated in intimate observation,”

Again Lindlof and Taylor point out. The current television research is seeking information that can be described as confidential. The research partner is requested to share thoughts and feelings that form upon watching items that he or she select in each bulletin. The research partner is furthermore asked to think more deeply on his or her thoughts and feelings and to document the intimate thoughts that evolve. The research therefore seeks to generate intimate content. In addition, the very method adopted for this is the diary method – a self-disclosure tool.

Meanwhile, in the carrying out of the study, it turned out that to ask someone to watch and document his or her viewing for seven days was to ask for something quite involving. After the first false starts the researcher had to establish a closer relationship with the research partner as explained under the diary methodology component below.

In qualitative research, “interest centres on the ways in which people describe their relational bonds and the dilemmas that they encounter in maintaining and transforming them”. The current study will pay attention to dynamic relationships at the encounter if any from different standpoints. There is the viewer and the news media for instance, the viewer and the key persons in the news, the viewer and his or her relationship to incoming content, as well as the viewer and his or her relationship to different news sub-genres. Do these illuminate further the portrait of the encounter between the news viewer and the incoming news? In addition, there is the viewer and others watching with him or with her. Lastly, there is the viewer and the researcher;

Morril and Snow (2003) argue that mainstream research on personal relationships (a key factor in communication), has been too narrow “ in selecting types of

relationships for example – emotionally invested types, highly interdependent types, enduring types, and private types” . They call for the expansion of relational types and sites studied. The current research comes across the viewer as emotionally active in the relationship at the encounter. It also seeks to see if other relationship types exist between viewer and in coming news.

According to Lindlof and Taylor (2002), qualitative communication researchers have tended to differ a little from ethnographers “in favouring a more detached researcher role, limiting evidence for claims of contextual influence to explicit features of recorded interaction.” This too will be the position applicable to the current research. It is clear that the closeness that an ethnographer who will spend a year or more with the research partners cannot be achieved with the approach that the current research has adopted; in group communication research,

Frey (1994) notes that qualitative research also “creates dilemmas involving negotiation with group members of agreement concerning access, inclusion, confidentiality, and mutually beneficial transactions”. For the current research, the issue of access was first over how to get research partners who would be willing to bother and spend their valuable evening time in filling the diary entries and later in being interviewed. Then there was the issue of access as the time selected for viewing was nine o’clock evening news. The research furthermore sought responses about individual thoughts and feelings confidential to the viewer. Therefore, the issue of access was important in this study and the diary strategy went along way towards solving it. One way in which participant observation is lauded in qualitative research is that it breaks walls and permits access. The observer is able to come close and observe. In the diary choice, the research partner herself or himself became the

observer. He or she had access to thoughts and emotions that were triggered and build up within.

Meanwhile, in regard to inclusion, the research was keen to draw in a variety of partners for comparison purposes. Then of course confidentiality was promised. Lastly, there was this issue of mutual benefit. The research had first identified two sites in Nairobi and working with the county developing planning officer seconded to the county, had put together research partners who had agreed to be involved in the diary phase.

In each of the site, a focal point person had agreed to coordinate the research partners ensuring that they are reminded to make entries each evening and that if they were finding problems, these could quickly be communicated to the researcher. At the end of the week, no diary entries could be collected. The development planning officer's take on this was that the research partners had expected something in terms of money. Of course we had explained to all that this was a student's research for doctorate and that it was not sponsored and that this was a start of a relationship in which other researches now sponsored would be sought and we would jointly work together. It was not quite clear if the money was the issue or if there was more to the matter. In Kajiado county, the researcher had gone through the community development officer seconded to the county to identify research partners, and again after the week, although this time it was the researcher who had been calling the partners to remind them to carry out the exercise, no one had filled the diaries. It was in Kajiado that the researcher got the unspoken suggestions that the research partners did not take the government outreach service seriously. The researcher concluded that this was the

same case with the two Nairobi sites and decided that he had to re-work a strategy for entry.

Still, the researcher set aside a token Ksh.1000 for the diary entries and another ksh.1000 for the in-depth interviews for each research partner and Ksh.500 for each focus group discussion participant – explaining that this was to buy a cup of tea as a token for appreciation. The issue of access was handled differently after this as is explained later.

Meanwhile there has been “a naturalistic move to study actual reception practices (for example television viewing in the context of audience members’ daily activities (for example, the domestic routines of home based women).” Undoubtedly, the current study aims to move in this direction. The diary strategy helped come close to the way the viewer watches television naturally. Without the researcher intruding into the watching space, the viewer would watch as he or she always normally watched. The only difference this time was that he or she was also conscious that at the end, there was the diary to fill. Perhaps this made him or her more attentive and more reflective of what one was watching. While this interfered with the naturalness of news viewing, it was the very ambition of the research.

Some researchers have conducted “resistant studies” of specialized sub-cultures whose members appropriate media texts to serve local needs and motives. The current research in its theorizing constructed a category of the resistant viewer in the encounter engagement. The observation of the different types of mind engagement by the different research partners was very useful for the study.

On the other hand others have focused on “interpretive communities” in which media use is “a ritual through which users maintain their status and membership” This is a useful view especially in today’s convergence of media platforms and the growth of virtual communities. The current research could not follow up what people did with the information they got from the television news but this is one of the recommendations at the end of the research.

In looking still at the issue of resistance, the following assessment seems to be valid, that the rise of “resistance studies and textualist critique has in turn produced a backlash that rejects populist celebrations of audience opposition as at best premature and calls for a more grounded study of audiences.” The outcomes of the current research make a contribution to this view.

On the other hand the field of rhetorical criticism and cultural studies have increasingly overlapped. The current research has constructed the encounter as communication between viewer and a confidant who speaks with rhetorical finality. In his part, Conquer. Good (1991) argues that field qualitative research “takes as both its subject matter and method, the experiencing body situated in time, place and history”. In the current study, the viewer is the experiencing body. Yet, in the qualitative research approach, the researcher too documents and reflects on his or her experiencing over the time of the understanding endeavour (Lindlof T.& Taylor B. 2002, pp 18-27).

This is a useful summary by Lindlof and Taylor. It very much guides the trajectory of the current research as it moves forward. The following methods will be used in data collection, coding, analysis and interpretation.

3.0 DATA COLLECTION METHODS

Five data collection methods are used in the study. The research prioritizes the diary method, the indepth interview method and the focus group discussion method. The life log and the daily log were introduced to further build context to the encounter.

3.4.1 The Diary Method

The study was keen to use the diary to capture the after viewing, viewer descriptions of thoughts, feelings, and the intertext that would follow the encounter with different television news items. It produced a rich raw material for the research. Literature on the diary points to its ability to give inner information that one may not get in any other means. Sternberg (2006) identifies the diary as one of the self report tools along with “verbal protocols and, self-ratings.” He notes that the diary “provides access to introspective insight from the participants’ point of view which may be unavailable through any other means’ (Sternberg R. 2006, p 14).

Meanwhile for Lindlof and Taylor (2002) the research diary is best in investigating activities:- (i) that take place spontaneously (ii) are rare (iii) are secretive (iv) are solitary (Lindlof T. & Taylor B. 2002, p 118).The encounter between the television news viewer and his or her experiencing of the news is a private inner encounter first and foremost. It is in his or her secretive driver parts of the mind and heart. In most instances, the news is unexpected and therefore spontaneous. So then is also the

viewer engagement and response particularly to a news item that is significant to his or her life. The response would be spontaneous.

Meanwhile, the solitary conceptualization fits well into the assumptions of the study. The individual lives a double life of an inner self impetus, a keen inner solitary pursuit and another self webbed in society and its ecology of targets, methods, rewards for individuals from birth to old age, and from community to nation. Lastly, it is clear that the viewer does not normally hold thoughts and emotions long after the viewing with the purposes of pursuing them to coherent categorization or description. Through the diary however, it was expected that the viewer would be involved in a rare construction of complete illuminations in the diary writing of what he or she had seen, what it meant, the feelings that it generated in one, and what it showed of the television medium.

An interesting dimension is from the fact that the writer of the research diary is aware that another will read it (Lindlof T. & Taylor B. 2002, p 79). It can be the case that for one to know this and still open ones inner thoughts and feelings to the researcher means that the latter has occupied the position of social closeness. The diary has an attribute that is in letter writing. The literary writer Sandra Cisneros (1996) notes that the personal letter leads the writer to quickly capture his or her thoughts and feelings lodged deep and to describe them in exactness and grace of words.

The diary writer as in Cisneros' letter 'plunges right into that deeper level'. Cisneros argues that 'unless you talk for a very long time to someone you know very well, you cannot reach that level' that one reaches with a personal letter(Strong W. and Lester

M. 1996, p 7). From another stand point it could be very well the case that, the challenge of capturing ones thoughts about what one has watched or musing about the emotions generated gives the viewer some kind of pleasure resulting to some kind of self discovery. Such pleasure may provide the incentive for self disclosure and for the filling of the diary each evening.

The study also considers the following to be the case – the diary does not apprehend a state already existing in the active conscious. It apprehends a transitory state of a fleeting fusion that emerges from the under conscious like a firefly spackle. The diary becomes a fusion sensor. Secondly, the diary converts these cumulous, surrealistic states into intelligible categories among what has been named. Thirdly, the diary is a reflector’s tool for someone, moving quickly to the past, the present and to the future and quickly synthesizing – almost at an automation level. In the current study, the diary provides a unique way of not intruding into the viewer’s privacy at the family evening hour, at the cover of darkness.

In the “reading” of television news items and bulletins by the viewer, the diary was expected to have a unique advantage. Each research partner would be left to record one’s experience of viewing for seven days. The researcher would come to collect the diary in the following 8th to 14th day.

In the execution of the task, the study had expected that the diary would demonstrate an expressive progression with the last days entries being more luminous in clarity and in naming. This was however not found to be the case with many participants stating that the issues being highlighted were quite clear right from the beginning. When the research partners had completed filling the diary and later participated in

the indepth interviews, they were then asked to give a comparison between the diary and the latter. They had varied responses to the request.

Meanwhile, five research sites were selected for the current study. In each site, six persons were requested to be research partners and they accepted. All the thirty were to receive a briefing a few days before the start of the diary filling week. A stress in the briefing was to have a commitment each evening of the week and to record. The different areas of the diary and the life-log were discussed with each research partner. There was the pre-viewing part of the diary and the after viewing part. The first aimed at capturing the state of mind of the viewer before viewing and the physical setting and action as one settled to watch the news.

Then there was the life-log and another log to record the key activities of the day for each of the seven days, by each viewer. The life-log was to be composed throughout the week. The research participants were advised not to hurry in filling the life log and that what it aimed to capture was to let the research know who this person was who was sharing his or her thoughts and feelings about the news. It was emphasised to the viewer that the life log should capture where the person was coming from, turning points in one's life, where one was now and where one felt he or she was going.

Upon collection of the life log, it turned out that the research partners were extremely brief. In the day activity log, the key activities of each day were entered as a participant would choose – either at the end of the day, at the end of each of the two parts of the day, or after each key activity. Since the focus was on key activities, it was expected that the research partner would easily remember. In addition, it was expected that the research partner was to have given each of these activities due reflection.

3.4.2 Indepth Interview Method

Secondly, the study was to use the indepth interview method. This is common in qualitative research and was to be used after the diary method with the same research partners. The following literature is relevant in regard to the indepth interview method.

According to Keegan (2009) the individual indepth interview is a one to one session with a research partner recruited according to specific criteria and moderated by a trained qualitative researcher (Keegan S. 2009, p 74). Perhaps the use of the word 'moderated' is to point to the very spirit of the purpose and interaction in this method. It is not an interrogation neither is it an investigation to confirm whether the research participant has responses which confirm or reject propositions by the researcher. As in focus group discussions in which the word moderation is used, the researcher's role is to encourage a free talk, an introspective inquiry, and a think through articulation by both the research partner and the researcher. The research partner would however be offering the inner privacy of himself or herself for the purpose of the inquiry. Keegan describes the individual indepth interview as a 'deep digging tool' (Keegan S. 2009, p 78). He notes that the moderator needs competence and sensitivity to be able to 'delve beneath the cultural norms, and surface attitudes, and to explore the rich, personal seams beneath' (Keegan S. 2009, p 78). As he points out this can 'only be achieved effectively as a shared exploration between researcher and participant.'

A similar view is expressed by Lindlof T. & Taylor B. (2002) who point out that the indepth interview has "ability to travel deeply and broadly into subjective realities" (Lindlof T. & Taylor B. 2002, p170). Again they argue that most such interviews take

“the form and feel of talk between friends: loose, interactive, and open ended” (Lindlof T.& Taylor B. 2002, p 171).

Keegan (2009) identifies five instances when the indepth interview offers the best method for investigation in qualitative research. When dealing with (i) sensitive or socially taboo areas (eg hygiene, financial issues, redundancies, incontinence or lack of self restraint), (ii) detailed personal history (iii) to assess research stimuli (iv) in topic areas where under-or-over claiming is common (v) where practical issues dictate (eg geographical dispersal, or can only get participant at work) (Keegan S. 2009, p 79).

The viewer and television news research fits in well with the above. While the diary descriptions are not an outpouring of the viewer’s innermost secrets, they are nevertheless a sharing of his or her private thoughts, feelings and experiencing. While the deep digging tool can help penetrate layer after layer of these confidential entities, the study would use the questions to help the viewer to construct a more vivid description of the emerging inner reality. Specifically the indepth interview method would take back the viewer to significant themes and concepts appearing in her or his diary pages and urge for their further construction in terms of their elaboration and linkages. From Keegan’s argument, the current research moves to assess the research stimuli of news watching.

Meanwhile, Ripley (2007) notes that there are two approaches to interview data. To view it as representing the interviewee’s reality, or to view it as a construction by both the research partner and the researcher (Seale C., Gobo G, Gubrium J. & Silverman D. 2007, p 16).

Ripley argues that the first approach is criticized in qualitative research particularly by the constructionist tradition as follows:-

- (i) the interview is an interactive event
 - (ii) both speakers monitor each other's talk (and gestures)
 - (iii) the talk is locally and collaboratively produced (iv) the interview is not just about the topic, the interviewee may be producing himself or herself as an adequate interviewee or a specific type of interviewee in regard to the topic
- (Seale C., Gobo G., Gubrium J., & Silverman D. 2007, p 16)

Ripley however notes that a focus on interview talk as locally produced does not deny that the talk 'is reflexively situated in the wider cultural areas.' In this sense, the interview talk 'speaks to and emerges from the contemporary ways of understanding, experiencing, and talking about the specific interview topic' (Seale C., Gobo G., Gubrium J. & Silverman D. 2007, p 16).

These are interesting comments. The interview would adopt a conversational approach and the researcher would bring to it the link to the diary constructions and contemporary thinking and the genuineness of his or her own experience as viewer. The research partner on the other hand, the viewer, would bring to the conversation, a defence of thoughts and feelings brought out in the diary, a building upon or a transformation of such thoughts, feelings, assessments, conclusions.

From another perspective, the current research was to take place in Kenya. It was expected that the individuals would mainly be un-researched and it was expected that for each viewer, the interview was sensitive. In addition, the preoccupation questions

were of self disclosure nature and were therefore even more sensitive. Keegan above identifies financial issues as a category in the socially taboo areas. People will not openly discuss their incomes with strangers. The study anticipated that this is one of key preoccupations. The indepth interview method was a useful tool in regard to the above considerations.

The study also considered the indepth interview method to provide the research with a greater opportunity of co-authoring between the researcher and the research partner. While the diary method would greatly carry the construction of reality by the news viewer, the indepth interview method would enable the researcher to participate more by probing the inner world of the viewer in its process of becoming, through naming. The viewer in his or in her part would come from his or her search in the diary stage. The new stage was to be that of further reflection and inference, of further apprehending and description.

This is brought out vividly in Paget (1983) as she describes the uniqueness of the indepth interview. She writes that “What distinguishes indepth interviewing is that the answers given continually inform the evolving conversation. Knowledge thus accumulates with many turns at talk. It collects in stories, asides, hesitations, expressions of feelings and spontaneous associations “(Lindlof T. & Taylor B. 2002, p 172). The researcher would be keen to try to capture and to reflect on these and to use these to dig deeper in probes.

How was the indepth interviews to be framed? Lindlof and Taylor make a useful proposal – “Experiential knowledge is usually elicited in three forms of discourse: stories, accounts, and explanations” (Lindlof T. & Taylor B. 2002, p 173). This is at

the heart of the study and guides on the kinds of knowledge on how the viewer experiences his or her encounter with the television news. The indepth interview questions are framed to capture these three information headwaters.

In conclusion, Lindlof and Taylor (2002) offer an important statement. They write, “In their pursuit of meaning in every day life, communication researchers encounter speech at every turn. So important is oral discourse to all of the interpretivist traditions that it is hard to imagine any of them existing and prospering without a methodology designed to study speaking subject. Asking questions and listening to others tell what they know, feel and believe are the archetypal actions of the interview” (Lindlof T. & Taylor B. 2002, p 170). One of the thoughts at the end of the current inquiry was that, although the television was visual for viewers, they seemed to focus much more on what was said. Perhaps the image of the speakers still communicated through intertext and was part of the emotions triggered at the encounter but the documented responses mainly seemed to focus on the speaking subjects.

As noted therefore, the research partners selected for the diary would again be the participants in the in depth interview three weeks after filling in the diary. The researcher and three research assistants would carry out the indepth interviews within the next three to four weeks after the week of television viewing. This allowed time to run through and pick early themes emerging from the diary filling and the life-log. The research would seek understanding of the phenomenon under study while also being aware of the doubts expressed over the validity of interview data. Keegan (2009) lists down two concerns as follows: -

- (a) There is the issue that what people say they do, think or feel, may not be true.
- (b) There is the supposed artificiality of the interview situation which may skew responses.(Keegan S. 2009, p 82).

The writer adds two other considerations. First she notes that “By its nature, in an interview situation, participants are invited to tell their story, to create a narrative. This narrative is constructed retrospectively, by selecting, choosing, omitting and reinterpreting aspects of the past. It is not, and can never be a transparent account of event”. Keegan then adds that “This does not make the story untrue, but it gives it a particular perspective that may need to be balanced by other perspectives.”(Keegan S.2009, p 83).

The writer makes a further observation which the research takes note of. Quoting Damasio (2000) she argues that “neuroscience indicates that when we remember, we do not simply retrieve past events and replay them as if they were CDs. We re-live and re-interpret the experience we are describing. Our memories therefore come to life in the present as we are describing and feeling them, as well as being rooted in the past. People are constructing what they think and feel as they speak.” (Keegan 2009, p 84).

For the study, this was welcome. To think, reconsider, rename and re-interpret would be encouraged even as part of the epistemology. For the study, it was not expected that viewers have reflectively considered their thoughts and feelings which come to the fore as they watch television news. The research was then asking them to remember, to re-construct, to re-interpret, to link.

Meanwhile, the research partners participating in the in depth interviews and the diary phase would also participate in the self reports of the biographical history logs.

3.4.5 Biographical history logs

Rosenthal (2007) argues that in order to explain how an experience has meaning to an individual, the experience must be seen against the biographical meaning (Seale C., Gobo G., Gubrium J., & Silverman D. 2007, p 49). In other words, the experience is put in the context of the individual's life history as well as its trajectory, its force and vista into the future. Rosenthal emphasizes that the life history is always constructed from both what happened and the context of the present as well as the aspirations of the future (Seale C., Gobo G., Gubrium J., & Silverman D. 2007, p 50).

This was the rationale to include the life history log into the study. It would document an important aspect of context and would help to examine the television news viewing as part of the larger context of the viewer's biographical life. The log would capture the day to day activities of the week (the same week of the diary entries), making entries of individual activities from morning to the time of going to sleep for seven days. A part two of it was to be a life history account of the viewer giving a background of who he or she was, with description of turning points to the present. A third part would be a brief summary of him or her as a television viewer – of a viewing biography. Apart from the day to day activities, it turned out that the research partners were very brief in their life log entries, and this did not reveal the aspect of context as much as had been anticipated. The daily log on the other hand yielded useful data.

Lastly, the study uses the focus group discussion method.

3.4.6 The Focus Group Discussion Method

Barbour and Schostar (2005) point out that the focus group discussion method is more than a tool of data generation. It is a particular way of seeing. It is also a condition to permit seeing (Barbour & Schostar, 2005, p 43). A key inference could be the level of construction and re-construction of reality possible through group members rather than through interviewer and interviewee in the other interviewing scenarios. Starting with emergent thoughts, feelings, assessments and orientation in each group member, the group members continue to examine the stated, and to fashion it towards a trembling new emergent understanding reached at much more quickly, through the work and energy of many hands, many hearts and minds brought together at the forgery.

Barbour and Schostar (2005) point out that in a focus group discussion, the researcher engages the participants to explore “the limitations of responses” (Barbour & Schostar 2005, p 45). While she or he will do this through probes in in-depth interviews, the exploration radically changes in a focus group discussion with the possibility of other members challenging each other’s responses and creating doubts perhaps in each original position. Will this be a re-scattering of thoughts and understanding at the end when we would be striving for coherence? If this consideration guides the research, then it would be better to bring the focus group discussion method before the other methods, to pre-figure their focus. But what if at the end, engagement would resort into a further gestalt, a new deeper awareness beyond the previously firmed positions through the diary and the individual in-depth interview? This would be lost if the procedure was to come only at the beginning. For purposes of first constructing

further insights from the diary and the indepth interview phases, the research found it prudent to bring the focus group discussion phase at the end. Secondly, this last phase would also be able to take on information gap areas and quickly construct meaning around them.

Meanwhile, it is important to explore three process challenges as discussed by the two authors. The first can be grouped around discussion group formation. Barbour and Schostar raise four issues as follows – accessing participants and the bias of gatekeepers, grouping strangers or peers or discourse community groups, accessing participants who will open up their thoughts and attitudes to others, and the understanding from the researcher at the very beginning that, that which she or he is moving out to gather is text data which will be analyzed both as literal data as well as rhetorical data (Barbour & Schostar 2005, pp43,44,46). In other words, it is communicative data pregnant with encoding and decoding outcomes.

The second challenge can be grouped under the focus group discussion meeting. The authors note four challenges in this as follows – the impossibility of promising confidentiality when already a participant has to reveal his or her thoughts and feelings before others in the group and before the researcher who is a stranger; to have at the back of the mind during the process - to be actively conscious of the fact that one is looking for text data to be considered both as literal data as well as rhetorical data; how to best capture the lived world of a participant – the participant's experience as part of the sub-soil upon which the thoughts and feelings being expressed are germinating; and lastly, the researcher himself or herself as a principal generating tool, reacting to and assessing the non-verbal data and using herself or himself as a response momentum, deepening counter-stroke or exploring further. The researcher

brings to table his or her raw reaction to a response with the possibility of a reconstruction of what is under consideration (Barbour & Schostar 2005, pp43,44,45).

Thirdly the writers consider the following challenge that can be grouped under quality execution. The writers note of the need to encourage spontaneity even while being guided by the research agenda; the consciousness that one may be dealing with different discourse communities in the very small size of the focus discussion group; and lastly that both the participants and the researcher are human and will benefit from video clip stimulus to reflect, feel, and express in raw and real time. In the current research one of the activities at the focus group discussion was to play a thirty minutes news bulletin recorded a few weeks back from Citizen Television after which the discussions would start. Some of the questions came directly from what was shown of the television clip while others were from response constructions from the two earlier phases of the research. The playing of the clip at the start of the discussions was a good stimulus as noted by the other writers. It also provided a good climate setting for a discussion on television news enabling it to move quickly to the heart of the matter.

Therefore coming at the end of the data gathering phase, it was expected that the method could help achieve three ends – a further gestalt, a confrontation of different radicalized positions from the earlier research processes or a re-affirmation of what has also come out in the earlier procedures.

On the other hand Macnaghten and Myers (2007) point out that focus group discussions are used usually in an exploratory way when researchers “are not entirely

sure what categories, links, and perspectives are relevant (Macnaghten & Myers 2007, p 65).

The researchers argue that the focus group discussion is a good method of gathering data on group norms and through group norms to gain access to wider processes of attitude formation and social change (Macnaghten and Myers 2007, p 67).

Then also the purpose of choosing the focus group discussion method is in order to “try to generate talk that will extend the range of our thinking about an issue”. To do so, the researchers suggest, it is best to deliberately select participants who will bring out different perspectives from each other, to use a “theoretical sample” in the terms of Glaser & Strauss (1967) (Macnaghten and Myers 2007, p 68). This was the expectation of the current research and fitted with the overall sampling strategy of the study.

Yet even then, the writers argue that it is best if the same participants share a common ground “in order for the differences between them and the tensions between one participant’s view to emerge” (Macnaghten& Myers 2007, p 69).Not only should they be able to talk to each other before the focus group meeting formally starts but according to the researchers, they must be able to share some ways of talking. Such would include “assumptions about entitlement to speak, ways of disagreeing, ways of conceding, and a sense of humour” (Macnaghten and Myers 2007, p 6). For the current research this was considered to be an important aspect. As a strategy, the research then opted to ensure that the focus group discussion participants were drawn from close proximity for each research site. It was important that nothing extraneous

hindered the free flow of thoughts and feelings both from their primordial forming and reflection.

The authors also point out that a group provides prompts to talk – correcting and responding to others as well as through providing a plausible audience for that talk, not just the researcher.

In every stage of the focus group discussion method, the researcher makes practical choices. “With each choice, the researcher opens some possibilities and closes off others. According to Macnaghten & Myers (2007), the choices furthermore are not just practical matters but each carries with it implied theoretical commitments (Macnaghten & Myers 2007, p 66). An aspect of this regarded the choice about the sample for each focus group. The decision was made that members be drawn from the same representations which had been used for the two earlier phases.

Another point made by the writers is that some researchers prefer to use existing groups from which to form the focus groups. They argue that such researchers expect that the approach makes it easier to recruit participants, allows them to be much more relaxed, and lets the group serve as a kind of check on how far someone’s statements are consistent with what others know about him or her. This offers an interesting strategy but was not what the research opted for.

In a UNESCO commissioned study on the rural newspapers in Tanzania in 2001, the current researcher used the focus group discussion method as one of the tools to critically examine the look, layout, and content of the rural newspaper copy from the perspective of intended readers. It was an investigation of ordinary people’s

exploration of their own sense of aesthetics and also of issues of relevance in terms of content. At the beginning the chief editor of the rural newspapers was skeptical of generation of any ideas from the readers on look and layout as well as style by the focus group discussion members. In each of the sessions and with great enthusiasm, the participants were surprising in their analysis and proposals. At the end of the research the earlier newspaper was to undergo total transformation from the kind of paper used, greater use of photographs, a sensibility to what each news item connotes, introducing colour, a more attractive choice of headlines and a change from a newspaper format to a magazine format (Unesco docs, Rosta, 2001,).

In this the focus group discussion method empowered the investigation in the following:-

- (i) it enabled each person to search and verbalize a flood of un-mapped internal readings in a way that his or her colleagues would understand. It got the person to seize, describe and christen the fusion of an appearing feeling and thought as the person examined each aspect of the newspaper. The context of the group of colleagues provided the useful challenge to verbalize and name
- (ii) it quickly empowered both with speed and an outpouring of description not constrained by known theoretical concepts
- (iii) it removed the suspicion from an individual interviewee of genuineness of interviewer's thoughts towards the interviewee. The group was an assurance from colleagues. Lastly, it was a statement by the researcher that the participant and his or her colleagues were intellectually able to discuss the matter at hand and to make a worthwhile input. As shown in the Tanzanian research, the focus group discussion participants never disappoint.

The current study is also an audience study, is dealing with both the possibility of aesthetic articulations as well as relevance of content, wishes to generate and examine un-mapped or un-named descriptions from an outflow of thought-feelings, and to do so with economy of speed. The focus group method was adopted as useful in this regard.

In another experience, the current researcher also led a team of researchers to pre-test vernacular radio campaign programmes on an assortment of reproduction health related content for the United Nations Population Fund (UNFPA) in Kenya in which the focus group discussion method was used. The programmes were produced as radio features comprised of dramatization, interviews, social adverts and a thematic song by a local community artiste, composed specifically for that particular aspect of the campaign. Carried out in 1996, it was thought to be a time when the issues of reproductive health were not public discussion content where men and women would discuss openly together. At the onset, would it then be wise to have mixed groups of men and women in the focus group discussions? Recommendations of previous research in reproductive health in Kenya were that members of both gender needed to engage both in private and in public on reproductive health issues. Part of the complication was that in a patriarchal world of the target communities, sex was a man's right and not that of a woman, while issues to do with children and child birth were a woman's issue. The recommendations wanted active engagement of both in the two. This then also informed the approach indrawing membership into the focus group discussions. Another aspect was the decision to use the moderators also as the note takers. While this would have the disadvantage of interfering with the spontaneity of the discussion, yet in a subtle natural way, it gave each participant time

to reflect on each aspect under discussion. It also meant that participants had an opportunity to rephrase for clarity what they had stated or to construct further their view. Of course the decision was made also for other logistical reasons. The local moderator who was known to the participants helped to create a relaxed atmosphere for the discussions and de-tensionized the note taking. For the current research. The current research adopted the note taking moderator format as well as that of selecting a moderator from the site community.

Meanwhile, during each discussion, a video recording would be carried out during the focus group discussion and the audio would be transcribed.

3.4.7 Sampling

The research has used purposeful sampling. Bryman (2012) distinguishes between probability sampling and purposive sampling by their different aims. In probability sampling, the aim is to achieve generalizability. In purposive sampling the aim is to achieve divergent perspectives (Bryman A.2012, p 416). He notes that purposive sampling is the most common method in qualitative research. In it the researcher focuses on “sites, persons, or contexts as units of analysis” (Bryman A. 2012, p 417). The researcher samples areas and then the participants. His or her strategy is “ to get a good deal of variety in the resulting sample so that key members differ from each other in terms of key characteristics relevant to the research question (Bryman A. 2012, p 418).

The writer points out that purposive sampling is different from convenient sampling in which a sample is available to the researcher by chance. In purposive sampling, the researcher samples with the research questions in mind.

Then in this method of sampling, the writer distinguishes between two kinds. Quoting Teddlie & Yu (2007), he notes that there is sequential purposive sampling and fixed purposive sampling. In sequential sampling, the researcher starts off with a small sample which she or he expands out of the initial emerging facts on the ground. In the fixed purposive sample, the sample is pre-determined before moving to the field (Bryman A. 2012, p 418).

Another variety is by Hood (2007) distinguishing between “a priori and contingent sampling” in purposive sampling. In the contingent purposive sampling, the research questions guide the sampling of participants but the sampling criteria shifts over the course of the research as research questions change or multiply (Bryman 2012, p 418). Criteria for sampling units of analysis evolves over the course of the research.

On the other hand, in the a priori purposive sampling, the criteria for sampling is set at the beginning and does not change.

Lastly, there is theoretical sampling – a key form of purposive sampling advocated first by Glaser & Strauss (1967) & by Strauss & Corbin (1998). The idea is that as the researcher is in the data gathering process, he or she is in continuous intellectual engagement in what is emerging. Through asides, commentaries and memos, the researcher is constantly theorizing over the responses, observations and examination of documents. New ideas direct the researcher to new units of sample. Glaser & Strauss (1967) argued that in grounded theory, “you sample so as to test your emerging theoretical ideas” (Bryman A. 2012, p 420). They write that theoretical sampling is an interactive approach – one in which there is a movement backwards

and forwards between sampling and theoretical reflections. They advance an argument for its quality versus probability sampling pointing out that “the chief virtue of theoretical sampling is that the emphasis is upon using theoretical reflection on data as the guide to whether more data are needed. It therefore, places a premium on theorizing rather than the statistical adequacy of a sample, which may be a limited guide to sample selection in many instances” (Bryman 2012, p 420).

Above is a rundown of a brief summary of literature on sampling. For this study, purposive sampling fits in with the study’s qualitative research strategy and method. The sample in all the three phases was predetermined along the sample categories identified at the very beginning. The research sought male and female representatives from civil society, from a core income stream in the research site, and a representative each from a political activist and from local youth leadership. It would answer the need for variety of sample but also put a focus on some of core stake holders of change which is a major stream under investigation by the study.

Meanwhile, this is a research focusing on the world of television viewing, from the point of view of the viewer. In a way, every television viewer qualifies to make an input into the study. Decisions regarding selection of research participants in the current study are informed by three considerations. The practical considerations in terms of numbers for a qualitative study capable of turning out relative volumes of notes, the locations easy for the research to operate in, and the logistics around the 9pm hour of viewing and the private nature of the hour in mainly an African setting. The second consideration is that the different methods used allow for use of different numbers from the sample. The diary will be constructed by all the members of the

sample as well as the life log and the indepth interview. Then the focus group will be used with news viewer participants but in the same community areas where the other research partners would be drawn from five sites were selected for the research. In each site six persons were approached and were requested to participate in the research. They were asked to share their information on their television news viewing through the diary, the daily activities log and the life-log, and then the in-depth interview. Another 28 participants were asked to share their information through the focus group discussion method who were drawn from the five sites. Each focus group discussion session was made up of seven participants.

The study selected five sites as follows: Korogocho and Kibera informal settlements in the city of Nairobi, Kiambu town and neighbourhood farms in Kiambu County, Kajiado town and its neighbourhood, and Mwala town and neighbourhood farms in Machakos County

.

Why did the research go to these sites?

A decision was made that the research goes to just an ordinary viewer in terms of class. Thinking of life change, perhaps these were the people who wished for it more. In addition, the research was keen at accessing different view points perhaps from (i) people who were occupied differently throughout the day (ii) had different ethnicity and consequently different political affiliation (iii) different proximity from the city of Nairobi in a rural urban axis.

In Kajiado, the indigenous people are pastoralists, at Mwala in Machakos County, the people's cash crop is fruit farming, while in Kiambu, horticulture is important for the ordinary farmer. Are these different worlds and would this be a cause of difference of experiencing at the encounter? For Nairobi, one of the livelihoods at the informal settlements apart from employment is to have small businesses.

From the different sites, the study presupposed both similarity and difference in the accounts of the encounter between the television viewer and the television news. Meanwhile it was from these sites that research partners were then drawn. After the false start discussed earlier, the research came with another strategy. A local focal point person was needed, a person who research partners would feel safe and confident with and who may perhaps naturalize the activity of questioning and seeking information.

Following past experience, the research decided to use community radio producers in Korogocho and in Kebera in Nairobi County as well as in Mwala in Machakos County. The researcher approached a producer from the Koch Community Radio in Korogocho, another one from Maendeleo Community Radio in Kibera, and another producer from Musyi Community Radio in Machakos County.

Upon their agreement to participate in the research, the researcher went through purpose of the research, through the methods in the three phases, and through the instruments with each of the producer who was then to become a research assistant. Community radio personnel are common faces in the specific community and particularly in the communities around where the radio operates. They would be able to quickly put together six willing research partners for the exercise whom they would

brief on the requirements for the diary entries and through telephone keep in touch with each research partner to remind them of the task ahead in the evening. They would also be responsible for collecting the filled diaries for the research. In the indepth interview phase, the researcher would interview the first two research partners in each site in the presence of the research assistant who would then be left to carry on with the other four research partners in each site.

Finally, during the focus group discussion, the research assistant would also identify those to take part as well as the venue for the exercise. The research assistant would also organize for availability of a video player and a television set for the television news clip which would be played to the participants. At the time of the meeting, the research assistant would introduce the exercise, the researcher would give further explanations and details, and then the former would take charge of the video recording during the discussion phase of the exercise while the researcher would be the moderator.

The decision to use the media persons was fruitful. For them, the research itself was interesting. In addition, the research partners accepted their interviewing roles easily. The media people are normally seen interviewing in the community. Meanwhile, they were easy to train. Finally, as the researcher accompanied them to the ground, they provided easy access to the scene.

But the radio producers were used in only three of the five sites. For Kajiado and for Kiambu Counties, a different strategy was used. During the false attempt to work with the research partners proposed by the community development officer in Kajiado, the

researcher had criss -crossed the area using the motorbike drivers. At the end, the researcher identified one of the motorbike drivers to help map out and identify other research partners who would fit in the categories of the study and would be willing to participate. Together with the driver, the researcher took the diary entry forms to each of these, explained the purpose of the study and what each was required to do. The researcher explained the research instrument to them as well. While the researcher would call each of the research partners to remind them not to forget to watch the news and to fill in the forms thereafter, the driver would also make a call and at the end of the week, would collect the diary forms and later distribute the indepth interview schedule forms to each. The driver would also collect the filled forms for the researcher.

Meanwhile in Kiambu County, the research had also experienced a false start. First, the researcher had approached the county development planning officer and was advised to talk to the officer in charge of the gender division. The officer identified participants who later turned out to be extremely busy. One of them however identified a CBO person who was to become a research assistant for this site. He helped in all the three phases of the research but the researcher carried out the interviews in the indepth and moderated in the focus group discussion phase. The research assistant was in charge of the video recording, for identifying and preparing for the venue, and for organizing for the television monitor and the DVD player for showing the television news clip to the focus group discussion participants. Everything went on smoothly except that the video camera batteries run out of power and the moderator had to result to manual note taking. As discussed earlier, this interfered with the natural setting of the discussions but it also had the advantage of

not rushing participants thoughts while also giving a participant time to rephrase. In all, the entire focus group discussion in Kiambu took longer but the time enabled settling down of thought and clarity for the participants.

3.4.5 Scene questioning

Lindlof & Taylor (2002) stress the importance of studying the scene of investigation before moving to the data collection phase. The scene is the place and the social context in which a recurring social episode takes place. They recommend a reconnaissance of the scene to be studied in which “ the researcher goes to one or more of the sites for the study and looks, listens, touches and smells.” This to them has four purpose:-

- (i) to sense how her research presence can fit in
- (ii) to sense out information about the material dimensions of the scene
- (iii) to have a sense of the people who inhabit the scene
- (iv) to have a sense of the forms of activities which seem to take place (Lindlof T. & Taylor B. 2002, p 80).

In addition, the writers note that the researcher must assume a role acceptable to the scene occupants – the cultural members. In a situation such as the one in the current research, television viewing is mainly in private homes of private individuals. The researcher’s role is to carry out research as a guest at the home. Whatever excellent rapport she or he is able to achieve, the boundaries of guest will mark the limits of the investigation. Schatzman & Strauss (1973) articulate scene questioning goals as suitability, feasibility, and suitable tactics (LindlofT. & Taylor B. 2002, p 82). For the current research, each of the sites was visited at least four times before a commitment

was made with the research assistants. The decision to use the diary method was to greatly address the concerns of scene questioning in this case.

In summary, the research selected the diary method, the indepth interview method and the focus group discussion methods for the study and added the daily activities log and the life log to it.

3.6 THE ANALYSIS

This is a qualitative research. It uses the mode of analysis common to most such studies.. It follows the path of transcription, coding, categorizing, integration and theory development or of data management, data reduction, data integration and theory development. Some simply use the terms open coding and axial coding.

As pointed out earlier the current study is in the two related fields of hermeneutics and phenomenology. Each bedrocks a philosophy that spurs the study and defines the very nature of the study. Therefore this is a study in which what will construct in the field will be regarded and treated as texts from which meanings can be alluded to. In addition, the study is involved with a fragile site of the viewer's inner coming to as he or she meets and interacts with in coming news. The phenomenon of viewer intentionality and how this influences the encounter is a key focus of the analysis.

But even as the analysis carefully focuses on the research questions, the following considerations in scholarship will be given attention. Quinn and Filak (2005) argue that qualitative researchers understand communication through "its indication of motives, thoughts, and feelings that connect actors to each other." (Quinn Stephen and

Filak Vincent 2005, p 52) Marshall and Rossman quote Pattern (2002). In the analysis, motives, thoughts, and viewer feelings would be possible categories.

Meanwhile the two authors quote Seides who argued in his book 'The Great Audience' that media audiences should have the power to question, criticize, protest over what comes through the media. For the current study, this an orientation as it examines the motives, the thoughts, and the feelings of the viewer as she or he encounters the in coming news.

Further categories are suggested an elaboration by Pattern of how the individual life experiences would be examined. This would be in regard to "how they perceive it, describe it, feel about it, judge it, remember it, makes sense of it, and talk about it with others." (Marshall Catherine and Rossman Cretchen 2011, p 19). The research will be examining if a viewer perceives a deeper meaning, a bigger issue meaning of the news items, if there will evaluations by viewer, if the incidences linger or what lingers in viewer, and finally the sense that the viewer makes of the overall communication at the encounter.

3.6.2 Ethics

The qualitative researchers stress the need to observe ethical behaviour across the different phases of the inquiry. From the very outset the moral consideration will be manifest in regard to the very purpose of the inquiry. This sometimes will lead to an issue of ethical dilemmas. From the purpose to the engagement in the field, to the processing and analyses of the data, to the discussions, conclusions and the report writing, the current research would be motivated to uphold these.

Jwan and Ong'ondo (2011) quote Cohen et al pointing out that ethical issues may arise from the nature of the topic, context of the research, procedures to be adopted, methods of data gathering, nature of participants, type of data collected, and what is to be done with the data (Jwan Julius and Ong'ondo Charles 2011, p 149).

The research topic is in a way an ordinary kind of topic in which a focus is the kind of communication which takes place at the encounter. It is not sensitive, neither can the viewer be described as being in a condition that may raise concern. Perhaps in this regard the only concern is to do with the context of the research in that the 9pm television news was selected. The research however adopted the diary is an appropriate tool to solve the problem of viewer privacy. This was upheld even when the research partners went to the second phase of the in-depth interviews. The research took place in a public place rather than the homes of the research partners to uphold the privacy of the person.

A major thrust of the current research is indeed its regard of the research participant whom it has considered to be its research partner. This is in regard to both the expectation and preparations to have the person make an immense contribution to the research. Again, this too speaks to the type of data collected and what is to be done with it.

Jwan and Ong'ondo (2011) summarize specific ethical concerns that qualitative researchers are asked to uphold. Research participants are not subjects, they should seek informed consent, there should be confidentiality and anonymity, they should uphold privacy of the participants, they should protect participants from harm, there should be no deception, falsified data, faking results, plagiarism, payment, and there

should be openness and integrity (Jwan Julius and Ong'ondo Charles 2011, pp 151-163).

The current research will seek informed consent after full disclosure, will uphold the principle of confidentiality through anonymity, and will maintain openness and integrity.

3.6.3 Trustworthiness

Historically, qualitative research used the same criteria as quantitative inquiry to demonstrate the solidness or soundness of a research. A research would have to demonstrate the standards of reliability, validity, objectivity, and generalizability in order to be considered as successful. (Marshall Catherine and Rossman Cretchen 2011, p 39).

This has since changed and the qualitative research movement has endeavoured to establish itself as a totally different way of both thinking about research and carrying it out. As part of a systemic change, it has worked out its own criteria to guide its researchers on standards to ensure that the claims of a research can be trusted and that the exercise was sound.

Maxwell (1996) put forwards criteria which would in a way define the qualitative research. Instead of pursuing the common, qualitative research would even more be interested in that which was different. "Searching for alternative explanations, searching for discrepant evidence, and searching for the negative cases" (Marshall Catherine and Rossman Cretchen 2011, p 41). In a one the qualitative movement can be said to tie its agenda to change, to the confidence and belief that in the data will

emerge constructions that may enable breaking into the new and that will allow for efficacious new theory development. This first set of criteria was on ingredients of the conclusions and the research claims.

Maxwell (1996) also focused on methodology and stressed the need for triangulation as well as the collection of rich data. This concept of triangulation as a measure of trustworthiness had been earlier elaborated by Lincoln and Guba (1985). It would be in terms of ensuring that a research is depending on multiple sources, multiple research methods, and multiple theoretical lenses (Marshall Catherine and Rossman Cretchen 2011, p 40).

A third layer of criteria to ensure soundness of a research and that it can be trusted focused on what should happen after a researcher has concluded his or her research. Lincoln and Guba (1985) advocated for sharing of the data and interpretation with the research participants and peer briefing.

Looking for new ways to describe qualitative research in regard to standards for the soundness of a research study, Lincoln and Guba (1985) put forward alternative constructs of credibility, dependability, confirmability, and transferability (Marshall Catherine and Rossman Cretchen 2011, p 40).

The current research hopes to achieve these standards of trustworthiness. In its very purpose, it hopes that its conclusions will illuminate areas which are unfamiliar, or explanations that are new, or theoretical ingredients which can be resources for a new impetus for change in knowledge and practice. Also prioritized is the concept of

triangulation in regard to the uses of multiple sources, multiple methods, and multiple lenses of theory. The peer briefing would be carried out both at the university and presentations in conferences and in journal publications.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, INTERPRETATION

4.0 DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 OVERVIEW

This chapter deals with data presentation, analysis and interpretation which then is the basis for the discussion and conclusion in chapter five. The chapter is structured along the research questions and their elaborated aspects. At the end of the chapter,

tentative research claims are constructed which are adopted for further examination in chapter five

The general research question was framed as follows – What is the nature of the encounter between the television news viewer and the incoming news in relation to viewer preoccupations, viewer encounter process, viewer experiencing, and society change ideologies? The question was in turn investigated through three specific questions as follows – what viewer typology constructs at the encounter between the television news viewer and the incoming news? What is the nature of the dominating television news genre that emerges at the encounter? What is the nature of the encounter process between the television news viewer and the incoming news?

Data analysis, and interpretation was presented for each of the aspects of a research questions and was related to the relevant theoretical concepts and positions. The following are the findings, analysis and interpretation carried out on each of the research areas followed by a construction of, research claims and conceptual models..

4.1.1 Research Question 1: What Viewer Typology Constructs at the Encounter Between the Television News Viewer and the Incoming News?

This would be examined from an investigation of viewer types along the following sub-headings -.

4.2.1 Viewer types

In the literature review, different television news viewer types were identified. They consisted of the clusters of reflectiveness, intensity of viewing, deliberativeness in

viewing, and the demographic type of viewer. The research adopted these to guide in data collection and analysis.

4.2.1.1 Viewer Reflectiveness

Reflectiveness would be investigated upon a weighing scale of collaboration, surrender, resistance, or dynamic engagement by the viewer to incoming news. It was expected that an understanding of the type of the television news viewer in this regard, who comes to the encounter would lead to a greater understanding of the nature of the encounter. Is it an active mind site, or is it of a different character? In other words, who is this at one end of the communication activity. This was to be an important aspect of the inquiry in relation to the first research question but also in relation to the other two research questions dealing with emerging aesthetics at the encounter as well as the encounter process.

Following the research findings, three kinds of viewers emerged in regard to degree of viewer reflectiveness. There were viewers who agreed with the news item's meaning and orientation but would further the idea by suggesting the cause of what had happened. Then there were the viewers who would agree with the meaning and orientation of the news item but now further develop the meaning of what had happened to a second meaning. Lastly, there were viewers who agreed with the meaning given in the specific television news item. The first two were collaborative viewers and the last one a surrender viewer. Following are some of the responses when a viewer was asked to comment on a news item after watching the bulletin –

The Korogocho CBO male viewer selects a new item in which people from Eastleigh Estate in Nairobi are being arrested and taken to Kasarani for interrogation following a number of terrorist attacks. Asked to give his thoughts on the matter he writes,

The Government is doing a good job though we need to be tough on our borders. Traffic police should be blamed. They are just after money.”

This is a collaborative viewer who quickly comes up with a cause for the terrorist problem. Another example is from the Mwala curio shop owner from Machakos County. He selects as his top news item a news report in which fuel prices are increased and some Kenyans are shown complaining of this fact. In his comment he notes that

“ Fuel prices and prices of many consumer goods should be safeguarded. Many Kenyans are poor.”

This is an example of the viewer type who agrees with the meaning of the news item but adds further meaning to it. He suggests his own solution to the issue. Meanwhile, the Kibera youth research partner selects as her top news item the news account showing “Baby Satrine recovering from hospital”. This is the young boy who had been shot when terrorists attacked a church in Mombasa. His mother and brother were killed in the attack while he was left with a bullet lodged in his head and was flown to Nairobi for surgery. The research partner writes,

“I think the bullet that killed Satrin’s mother is the same that entered his head. It is so sad.”

This again is a collaborative viewer who constructs further meaning in addition to the meaning given.

4.2.1.2 Viewer and intensity of viewing

On the other hand findings regarding intensity of viewing were in connection to duration of viewing, remembering details, and depth of viewing (connecting the item to other items). In terms of duration of viewing, there were frequent viewers watching television news from every day to a minimum of four days in a week. The following are examples of indepth interview responses –

Man research partner from Kibera while responding to the question – would you describe yourself as a constant news viewer, stated,

“Yes, I am a regular news viewer. I prefer to watch the seven o’clock news and sometimes I watch it on several channels. I can watch QTV, then go to Citizen and K24. Yes, let us say five days or sometimes I watch the whole week.”

A lady research partner from Kiambu spoke as follows –

“Mostly, I watch the evening news. It might not be daily but mostly. Yeah, about five days in a week.”

Another example is a man research partner from Korogocho estate in Nairobi who stated,

“At least in a day, I make sure that if I did not watch lunch time news, I watch news in the evening. I will watch every day.”

In other words from the aspect of duration of viewing in terms of news watching in a week, these are strong viewers, are frequent and constant news viewers. However, both the research partners in the two phases of the diary and the indepth interview and the focus group discussion phase were a two or three news item watchers in a bulletin. In a thirty minutes news bulletin, only two or three items on average would be found to be interesting.

Watching news “on several channels” mentioned above is also an indication of this. The concept of interest being a reason for watching news comes out in the example of a lady research partner from Kajiado,

“Sometimes I watch the headlines then I say ah, today the news are boring.”

Meanwhile, the two to three items responses were explicit in the Focus Group Discussion Interviews carried out in Kibera, Korogocho, Mwalaand in Kiambu. A research participant from Kiambu stated

“I watch three or so items and then I wait for the segment on business”.

From Korogocho, a lady participant said,

“I will concentrate on two or three news items of importance and after that I will wait for the sports.”

What however seems to be the case is that in the items that the viewer watches, he or she pays total concentration to them. The viewer is able to remember each in detail. This aspect of intensity of viewing also suggests strong viewing.

Lastly, there is depth of viewing. In the research, this was to be examined in regard to viewer connecting a news item to other texts. As noted in the reflectiveness measure, the viewer agrees with the meaning of a news item and then either further expands the meaning by adding to it the cause of what has happened, or by adding to it further meaning or a solutions to the issue at hand. These constructs by the viewer will not be from nowhere but will be drawn from other texts.

In the diary responses, the Mwala Curio shop owner selects an item on fuel price increase as his first ranked item from the day’s bulletin. In response to question on his

thoughts after watching the item he notes down that, “fuel prices and prices of many consumer goods should be safeguarded. Many Kenyans are poor.”

Three points noted in this response are not in the item broadcast but are from other texts. There is an inferred link between increase of fuel price and increase of prices of consumer goods. There is the statement that Kenyans are poor. Then there is the point that a government can safeguard certain prices from going up. Another response is again from the diary. The Kibera Youth research partner comments on a news item on a grenade planted in Adams Arcade which was discovered and successfully rendered harmless by the security forces. Recording his thoughts, he states,

“There is a lot of insecurity activities going on. One is left to wonder on the security situation at the Kenyan borders

He links the border situation to the country’s insecurity. Indeed many of the responses to this question in the diary and a related question in the indepth interview investigation have this characteristic of the viewer connecting a news item watched to other texts and inferring meaning beyond the immediate news item. The aspect of depth of viewing as part of intensity of viewing is strong in the findings. Will it be a feature in other aspects of the other two research questions?

4.2.1.3 Viewer and interactivity in viewing

Next was the investigation of viewer type from the concept of interactivity. In the research this was specified along – what the viewer did before the time of the encounter or before the news time, viewer action during the encounter, viewer participation in encounter comments, and lastly, breakout of emotions during the encounter. Did the research find an interactive viewer who comes to the encounter? In

regard to viewer action towards the time of the encounter, a good example is found both in the daily log and in the indepth interview responses of the Kiambu Man CBO. He works in Kiambu town but lives away from the town. Leaving work at 5pm from Kiambu town, he takes a vehicle to the market town in his sub-location from where he would later walk for some distance to his farm. He stops at the market town to wait for the seven o'clock news which he watches in a restaurant while also having a cup of tea. After this, he proceeds on his journey and is eager to watch the news once again at 9pm in his house. Having taken a bath, he settles down in his dining room and waits for the news. In all this, the viewer is taking certain action, certain initiative towards the news. He is not a passive viewer. It is not like news is unleashed upon him. He covets, he moves towards it, he is attracted to it. Similarly from Kiambu, the lady youth research partner explained how she too works in Kiambu town and lives in one of its estates. She leaves work at 5pm, goes to evening classes for a diploma in secretarial studies and is at home by eight o'clock. She starts washing and cooking up to the 9pm news time, watches the news and then goes back to cleaning up, before going to bed. Sometimes she may arrive home and first watch an interesting programme or two on television, then watch news and then do the washing, cleaning and cooking thereafter. In her situation it would seem, news is part of the evening segment of her day. She chooses to watch.

Meanwhile, the other aspect of interactivity is what the viewer does during the encounter. One of the partners quoted earlier noted that he may watch a number of channels during the seven o'clock news. Some of the viewers both in the indepth interview and in the focus group discussion phase of the research said they do this. This gives the sense of a viewer who is not hypnotized by in coming news but rather

who is in control of what he or she wants to watch. In the same breath is the fact noted earlier that many research partners on average concentrate on two or three items which they think are of significance. For the rest of the bulletin they are half watching without paying much attention to or they leave to do some of the evening chores. Meanwhile, introducing another dimension were some responses to question four of the indepth interview which asked – what is it like to watch television news? One research partner stated,

“I find the people in the news to be distant from me. I cannot ask them questions that I would like to ask them. It is limiting.”

Perhaps one can describe this viewer as unrequited and one who feels that he is gagged at the encounter. A different view is given by another who states,

“I feel a strong attachment to the news maker if he or she is focusing on positive constructive aspects of life and on helping us to uplift the society. I will keep remembering what he or she has said.”

For this viewer then, a certain kind of news content cultivates a strong attachment between him and the news maker. The research partner is capable of quickly developing a strong attachment at the encounter as a communication site, if the right content is in the news.

On the other hand, another aspect of the interactivity is to examine if the viewer participates in comments made during the encounter by those watching with him or her. Some of the research partners in the indepth interview said they do and others said they do not for it distracts them from following the subsequent information being given. A male viewer from Kiambu had this response in the indepth interview,

“In my regard as I watch the news, you will hear for example my wife make the remark, ‘I don’t want to see that man at all. This is particularly in

reference to the politicians. In my part I tell her, I want to hear from all the sides. I want to know what so and so has said and also what the other has said. But you will hear even the child say, 'even I. I don't want to hear anything from him.' And so he stops watching the news. Then I am left all alone watching. For me I want to know both sides of an issue."

A lady research partner noted that,

"They don't keep quiet and after watching they make comments. They make comments as they watch. Comments of what they see and what they hear."

Another male research partner states,

"People exchange views as they watch. They crack jokes as they go on."

Another male research partner said,

"it happens a lot mostly for news which touch on us. So somebody's feelings are aroused and he comments on it. Others also make comments."

A lady research partner said,

"yes, sometimes, I find we start to speak as news is going on. Sometimes you find some news is brought and we disagree with what is being said, we know it is not true, so we say this is not the way it was or this is the way it should be. We soon discover that we have stopped watching."

Meanwhile, the research had argued that the major aspect of interactivity would be internal to the viewer. A key one of these would be the emotion involving interaction. The research proposed that an investigation of the emotions generated at the encounter as a communication space would yield useful and new constructs of the fleeting encounters between the television viewer and the incoming news. Under the viewer type subheading, what type of television news viewer is at the encounter in regard to emotions generated? - From the diary responses and from the indepth interview responses a rich battery of emotions was given. Research partners said, after watching certain news items there were triggered in them the emotions of

“fear,” “hopelessness”, “helplessness”, “dissatisfaction”, “anger”, “unhappiness”, “sadness”, “disappointment”, “incomprehension”, “disgust”, “pity”, “hatred”, “bitterness”, “amazement”, “fright”, and a feeling of being “insecure”. Others said some news leave them feeling “happy”, “amused”, “with empathy”, “feeling good”, “satisfied”, and “with hope”. Others said they were left with “a desire for change”.

The first had three sub clusters of emotions - that which debilitate or drain or run down (emotions of hopelessness, unhappiness, sadness and disappointment), that are destructive and anti-social (emotions of anger, hatred, and bitterness), and emotions of outrage (emotions of incomprehension, disgust, amazement). The second cluster has the sub-clusters of emotions of feeling good (happy, satisfied, feeling good, and of hope), a sub cluster of emotions of amusement (emotions of amusement), and a sub cluster of emotions of desire for change (emotions of empathy, desire for change). There were therefore two emotion clusters of disturbing and negative emotions and the other of hope and satisfaction. Responses which described such emotions were expressed in the following manner.

Lady research partner, “Sometimes when I watch and see people suffer, may be they are doing a story on hunger in Turkana and I see people there dying of hunger, I get sad. When I see politicians playing dirty politics, I get sad.”

Male research partner, “I feel bad because you see so many problems when you watch news and you know that everything is not going on well. You become hopeless. You see there is no need to live tomorrow. But that is not the way it should be. It should be

the other way round. You must have a reason for living tomorrow. I feel very bad when I see that all the news is about corruption, accidents, this and that..”

Lady research partner, “Sometimes I get excited, sometimes I am left sad but mostly I am always sad.”

Man research partner, “I get disgusted especially by the news makers, the way they address issues, they are not able.”

Man research partner, “Sometimes you watch politicians exchanging words, it is amusing.”

In the diary responses, the Kiambu female youth expresses anger after watching the news of several people killed by drinking of an illicit brew laced with methanol in Kiambu. “I feel angry because this situation is getting out of hand. Poverty is leading many to drinking of cheap drinks which contain methanol.” For her, somebody is to blame for lack of progress in addressing poverty. In another diary response, the Mwala fruit farmer comments on the President’s call on senior public servants to accept pay cuts or be sacked. He says, “This will ensure that more money is available for development. Hopes are high for more development.”

This investigation on emotions recorded by the news viewer constructs a sketch of a viewer who mainly generates strong emotions at the encounter and in most cases troubling feelings rather than feelings of happiness or satisfaction. Part of the research question set out to investigate the nature of the encounter in regard to viewer experiencing. These emotions are a major dimension of this experiencing.

4.2.1.4 Purposive viewer

On the other hand another aspect of the type of viewer constructed in the literature review was the purposive viewer. This had four sub clusters of a viewer who deliberately waits to watch specific items, who interprets news along relevance to core preoccupations, a viewer who scans across channels, a viewer who waits for specific segments of the bulletin. The first two were framed as questions in the indepth interview and the preoccupation one was also a question in the diary phase of the study. In the indepth interview, the question was asked as follows, “Is there a type of news you look forward to? “ The research partners identified development news, hope giving news, news on big events which have happened during the day, political news on what the national leaders are doing, political news on investigated wrongs in the country, political news in regard to how the country is doing, and development news regarding infrastructure especially roads and power and lastly, security news. In other words, it is an expectant viewer who comes to the encounter. However many stated that television does not bring news related to their core preoccupations. In relation to the aspect of scanning across channels, some do and some don't. If a viewer is scanning across different channels and still states that on average he or she will have watched only two to three news items keenly, one may conclude that, he or she is either checking if another significant item is being reported in another channel or is seeking to find out if a news item he or she has already seen is being reported with further details. Lastly, some of the viewers have favourite segments of the news that they will wait for such as business news, sports news, or the investigative report.

4.2.1.5 Summary of findings on viewer types

The following is a summary of the first aspect of the first research question of different viewer types and their characteristics.

There are four viewer types along clusters of viewer reflectiveness, intensity of viewing, interactivity, and purposiveness of viewing or content preference. The cluster of viewer reflectiveness identifies three kinds of viewers. The first consists of a viewer who agrees with the meaning of an incoming news report and from his or her own thinking quickly provides a reason, a cause why that event has occurred or how it has occurred. The second is a viewer who agrees with the meaning but constructs additional meaning to it and a third is the kind of viewer who agrees with the meaning and constructs neither cause nor additional meaning. This latter was rare among the research partners while the other two types were common and a viewer would alternate with the two characteristics.

In regard to the viewer types along intensity of viewing, again what emerges is the pattern of a viewer who is a frequent watcher of television news, who is highly selective and watches only a few items in a thirty minutes bulletin, but who pays intense concentration in the few items selected, and lastly, one who intertexts almost each of these selected new items to other texts.

The third is the viewer type under interactivity. In this the viewer highly covets the encounter with the television news, selects what news maker to watch or not to watch, interacts with others watching with him or her making jokes on the news or disagreeing with it or assessing its truthfulness. Above all the viewer has great interaction with the incoming news emotionally. The interaction generates in the viewer debilitating emotions in that most news deliver to the viewer a negative picture

of what is going on and especially in relation to society change. There are also emotions of outrage as well as emotions of frustration for those who disagree either with the news makers or with the television channel and would like to ask them questions but cannot. Occasionally, the interaction generates in the viewer emotions of feeling good when there are positive reports on the society change front and sometimes the interaction generates in the viewer emotions of amusement.

Finally, there is the type of viewer by content preference. There are three kinds of content preferred by the research partners consisting of content on wrongs to society, news which give hope, and content from the society change movement. The first and the last are co-joined. The first includes revelations of corruption, tribalism, nepotism, insensitivity to the suffering of the people, poor service delivery, and unfulfilled promises. The last includes every news report on new thoughts and action at the change frontier particularly in politics, in the economic status, and at the social world. This last type also includes news that give hope particularly in regard to evidence of heart change among leaders.

4.2.1.6 Viewer types in relation to theory

The following is an interpretation of the viewer types in relation to theory.

From the research findings, the patterns which have emerged as viewer types be they along the concept of viewer reflectiveness, viewer and intensity of watching, viewer interactivity and viewer content preference do not describe different viewers but

instead they differentiate different moments, different characteristics by the same viewer. They are viewer characteristics. They define the viewer who comes to the encounter and should help the research as it examines the aspects of viewer preoccupations, intertext and meta symbols as well as the aspect of change ideologies at the encounter, which are all critical aspects in the three research questions.

In the literature review, it was noted that a major interest in contemporary audience research is to establish if audiences are active or passive as this has implications on notions of influence or media effects (Allen 1987, Baran and Davis 2006,). In regard to the current study, first, the television news viewer is an active viewer in a strange way. The viewer agrees with the meaning given in the news account and then develops the meaning further by originating a cause for the reality that the news has presented or by originating a further layer of meaning of what has been reported. An example is a viewer who selected the news item on the killing of Makaburi, the moslem preacher who had been earlier accused of radicalizing the youth in Mombasa. The viewer's comments were,

“The man had predicted his death. The government has all the machinery to flash out terrorists but is reluctant. Let the government tell the truth. Who will revenge baby Osinya if the government cannot? Terrorists are roaming our mother land and we are walking in fear.”

This is a discerning viewer in terms of quickly linking what has happened to other meanings.

An example is a view comment in the diary phase. The viewer identifies as his selection of the bulletin's top ranked item the news about a road accident which killed

13 people from one family going to pay dowry for one of the sons. The viewer comments,

“The country should go back to Michuki rules. Matatus no longer have speed governors. Traffic police should be serious with its work.”

Another viewer selects an item in which a police swoop arrested about 200 people in connection to terrorist activities. The viewer comments,

“ Indiscriminate arrests and later release is a catalyst to radicalization.”

Asked about her feelings as she watched that items she noted,

“ I feel pity and I am also embarrassed.”

At the same time, it seems that she or he does not question the meaning given in the news report. This would be uncharacteristic of a discerning person unless his or her accepting of the meaning is because he or she actively agrees with it rather than a passive blind acceptance. Therefore the viewer who arrives at the encounter is an active, reflective, discerning viewer with a mind of his or her own and with enough self assurance to engage and further construct the meaning of the reality given.

Secondly, this is a television viewer who covets the news and the news encounter. He or she is highly selective of what items to pay attention to from the news bulletin. This too demonstrates an active viewer rather than a passive one. The two or three news items watched are given extremely high attention and this seems to be the case among the respondents. The viewer deeply gets engaged with the news account and is left frustrated that his or her turn to speak is not given after those in the news have had their turn or after the news medium has presented its account. Again this described a

news viewer who is eager to engage, to interact and who has a thoughtful mind and feels himself or herself to be equal to those in the news or in the medium.

In media audience studies, the concepts of passive or active audiences are signposts to the pendulum of media effects theorising. The television viewer in the current study is active and self assured. He or she would not be easily influenced by the media. Yet, the first point above is that the viewer agrees with the media report, actively agrees. Is it not possible that the meaning of reality given in the news account may continue to construct a reality in the viewer's mind either that was not there before, or that extends what was there previously, or deepens it?

Meanwhile, an aspect of interactivity which constructed strongly at the encounter was that of emotions generated in the viewer as she or he watched the news selected. Mainly, the television viewer reported to have experienced very negative emotions at the encounter consisting of those which debilitated or were destructive and antisocial or those which caused outrage in the viewer. Occasionally, there were emotions of hope which satisfied the desire for change or those of amusement. By examining types of content preference by the viewer, it was also clear that the negative emotions generated in the viewer when news events were reported were contrary to viewer change expectations.

The third dimension of the television viewer constructed by the research was from the kind of content that the viewer seemed to have great affinity for. As pointed out change seems to play a big part in determining the kind of news that the viewer constantly selects for paying attention to. While in themselves, these are political,

developmental, and social news, the comments made by the viewer sparked by each of the news items indicate that the viewer selects them because each speaks to the society and national change motion either in terms of static or advance or even regression. In addition, the kind of emotions, triggered by each of the items selected are from this viewer preoccupation. For now, the kind of viewer emerging from this one who constantly responds emotionally to the incoming news and in most cases has disturbing emotions. An example is research viewer from Mwala who selects a news item stating that some health workers are resigning over being transferred to the county governments. He states,

“patients are going to be affected. Government and counties should solve the matter. It is disappointing.”

From the three above a portrait of the television news viewer which emerges is one who is active, reflective, discerning, self assured, news coveting, highly selective, seeks to engage or interact, and yet one who is highly affected by in coming news emotionally. Of great importance is the fact that the viewer is a change content preference viewer and it seems that this feature is the basis of all the other features noted as well as their orientation. This is therefore the portrait of a change viewer with the characteristics as noted.

4.2.2. Viewer motives

While the above section has focused on viewer characteristics, the study thought it important to isolate the feature of viewer motives for being and while being at the encounter. This would explore an important aspect of the viewer who came to the

encounter. The research expected that an understanding of the viewer as he or she comes to the encounter particularly by understanding what causes him or her to want to watch the television news may have a relevance in providing greater understanding of the other two research questions. Consequently, this aspect of the research question was explored in all the three phases of the study and the responses and analysis proved this relevance. First is a presentation from the focus group discussion responses. The research grouped these into five categories and also constructed these as telling metaphors of encounter motives.

4.2.2.1 Information motive cluster

The research sought labels from the viewers of what the television set at home represented and the viewers came up with a surprising coinage of descriptors, pregnant with inferred viewer motives. The motives became an important definer of the viewer who comes to the encounter.

The first was the information motive cluster elaborated into “updater,” “messenger,” “elaborator,” “microscope.” Each of these constructs a specific motive for viewing. In other words, the television news updates the viewer with information on what is going on. This would be at three levels – what happened during the day that is ending, what has happened in regard to the story of national change movement, and what has happened in the arena of the human condition.

In the latter, the viewer listens to the inner dialogue from events reported to observe and assess shifts in the hearts and minds of the “other” be they the elite, the political leadership, the neighbourhood, or even in the broader humanity elsewhere in the world. Responses from the diary phase of the research also had this updating concept.

The Kibera Entrepreneur lady used it a number of times in the research week as she described her motives for watching television news. She recorded, “to be updated” “to be updated of the news coming from different parts of the country. I want to know what is happening,” “to be updated with the current affairs,” “to know and be updated on the happenings of ones surroundings.”

The research partner’s entries for the seven days of the week were dominated by this phrase. Three comments may summarize this – First an update means one is already in the picture and is looking for any new development or information or perspective on the matter at hand. Secondly, an update is time related and has a past, a present and a tracking down into a future. In this regard, it gives the sense of a count down and of its accompanying tension. In the research, this is linked to the society and national change movement and the anxiety and tension that it is not moving as quickly as it should or that it is being deliberately stalled and there are echoes of a future implosion.

The third is about this viewer who desires to be updated. It constructs a sketch of the viewer who is a participant, who appropriates a position in the movement for change for himself or herself. These three comments point to three different motivations- that of seeking for new information (new facts and details, new developments, new analysis and perspectives), A motivation to monitor the status of the change movement, and lastly, a motivation to implement a role, a supervisory role as a participant in the change movement. Meanwhile, the above responses have two aspects of meaning – a literal denotative one and a connotative inner dialogue meaning. The first constructs a viewer motivation to be updated of events breaking

out in different parts of the country and the second a motivation to be kept abreast of the inner conversation – of what is really going on in the country.

The focus group discussion phase enriched the study with these apt describers from which the research proposes various inferred roles. Another participant referred to the television set as a messenger. The research infers three motive constructs from this metaphor. First, a messenger is sent with specific information to a specific person. For the viewer who came up with this construct, those in the news are saying something specific to the viewer and the messenger is communicating a personal message to the viewer from them. There is then the motivation to meet the messenger to receive this personal message. Indeed in this communication set up, there is an assumption as well that the viewer herself or himself has expressed her needs or his needs to those in the news and in a way, the messenger is bringing back their response. Part of the negative emotions felt by the viewer may be explained by this – that the news makers are neither focusing on the needs of the viewer and nor is the messenger – the television channel.

Secondly, a messenger belongs to one side in the communication encounter. She or he may in this instance belong to those in the news or may have been sent by the viewer to get responses from those in the news. Whatever the case, the messenger is expected by both sides to be truthful in bringing the message as given. A second viewer motive then is to receive a true picture of what was said. A point to note in all this is also the apparent invisibility of the media in the eyes of the viewer as well as its supposed innocence. However, this still appears to be one side of the coin. On the other hand, the messenger is a buffer for those with a message for the viewer. They are protected from the emotions of the viewer and as one research partner noted in the indepth

interview, one cannot ask those people questions. It is part of the frustrating experience of the viewer.

Meanwhile, the third motive around the messenger metaphor is that of a para-social nature. While the television receiver set is an innate object, there is the sense that the viewer has come to an encounter, a meeting with someone. Each evening, he or she settles down to the day's meeting. It is important to also consider that the dynamic of a meeting including those of power relations, identity issues and formality or informality, degree of intimacy and usefulness of the meeting manifest.

After the messenger, the other metaphor is that of the elaborator. In the diary responses, the Kibera CBO Lady stated that one of her reasons for watching television "is to know areas of weakness that may hinder our country's progress." It is possible that the viewer may consider news events as symptoms of something deeper going on in society. Different symptoms elaborate different dimensions of the phenomenon. This is one sense of the meaning of the word elaborator.

On the other hand the event may become either a specifier showing how something is happening or documenting the consequences of the hidden undercurrent. The metaphor of elaborator constructs a viewer who seeks more specific information, additional information, greater explanation and illustration. However as stated in earlier discussion, the viewer is aware that something wrong is going on such as continued corruption in government. News then flags different incidences which point to different dimensions of the phenomenon be they land grabbing of public land, inflation of prices to purchase land for settling people without title deeds, or bending of procurement law for self gain. In a way, such information gives the viewer who is

convinced that there is corruption in the country both clarity to his surrealistic gut feeling as well as to give it justification.

One focus group participant stated that the television set can be given the name of a microscope. The microscope is the last metaphor in the information cluster. It constructs a number of interesting aspects. For this viewer, television news is an investigation into something hidden and something dangerous to society, something that is quietly multiplying. It is also a bringer of the details while it infers a scientific and neutral and modern tool in society's hand for the media.

This first metaphor cluster has been given in full to provide an indication of how the analysis was carried out. The other four clusters are now indicated showing the constructs arrived at for each of the metaphors from the research participants. Some of the aspects were explained by the participants while others are brought out by the researcher as implied in the metaphor.

4.2.2.2 The change asset motive cluster

The change asset cluster metaphor had three such metaphors starting with that of the change asset, the, mobilise and the constructor. The change asset metaphor has three constructs consisting of the following –A change asset construct in which first, there is a renaissance hope and conviction that the viewer is living at a unique time of a radical change from the past and that the media will bring news which are a monitor of this change frontier. The television news is therefore a change asset while this hope and conviction in the viewer is a change asset and is also a target of the news. As pointed out in the literature review, the historical renaissance was also propelled by

such a hope and conviction of key players that they were living in a time of epochal change.

Secondly, the television news is itself evidence of the changes taking place in the country. It is part of the new freedom gains following agitation for multipartism and opening up of broadcasting to operators other than government. An asset is something that has already been acquired. A viewer's motivation is therefore each time to sit and celebrate this change asset. Another renaissance idea captured in the literature review was the concept of perspective and the understanding that there are varieties of perspectives and that each offers uniqueness in thinking of a phenomenon. While the viewer is certain of the irrevocable movement of change, he or she is aware that he or she does not have a complete blueprint or the system of thoughts to guide or to understand the colours and the extent of this change –the ideology of this change. Somehow, the viewer expects this to come from the television news. It seems to be clear that viewers expect that changes brought in by the national leadership excite changes in their own compounds, farms, homes and the quality of life of their family members. Viewer motive is therefore to receive reports of changes at the national level which directly speak to their home front.

Meanwhile, a mobilizer metaphor of viewer motives has the following aspects – News that rally people to stay on the change mindset and to advance the tempo. The viewer seeks this kind of news. The word mobilize is born out of the word mob and infers a mobilization of sentiment/emotion, of a critical level of sentiment which moves people to action. Mobilizing aims at reaching an unstoppable degree, of a momentum desired.

Fourthly a constructor metaphor motive infers the following –it is from the sense of building, of a builder. A trust that the television news has a key role in the business of constructing a new society for the people and their children. In this, there are many roles for the builder including assessing quality of materials and elements that are being used, ensuring that the architectural plan is being followed, enough time is given for the hoisted pillars to mature, that the foundation is strong enough to hold the completed building and that there will be beauty when everything is in place. A constructor creates something where there was nothing. The metaphor constructs a culture of creators, of builders which the news would be an advocate of. The news viewer has the motive to watch news from the society's construction site.

4.2.2.3 A journalistic process cluster metaphors of viewer motives

In this is the Side Mirror Metaphor (this was a surprise articulation from the Kibera slum focus group discussion participant. The side mirror is a concept known in media scholarship and is also rare in those circles. It constructs the method of media as that of a driver who is observing others by the side mirror who are unaware of his or her gaze. The gaze is normally not innocent but bordering on the erotic. This is the concept of voyeurism. The construction by the research participant was an indication of a high level of sophistication in looking at media by some of the members of the audience. Inferred in this is first, the motivation to be brought content of reality which has been captured without those involved knowing and which has some of their secret doings. Second is the motivation to have content which is a view or a scan of the human being in unusual scenarios. Meanwhile, the side mirror metaphor can be seen as a construct of events or forces in the close rear which threaten to overtake.

Apart from the rear mirror motive metaphor, the news giver metaphor is another in this journalistic process cluster of viewer motives. Inferred in it are the motivations for breaking news, the motivation for developing news stories, the motivation to receive news from the ultimate source, the final source. In addition, there is the motivation to meet the story teller on gossip of what is going on and what has just happened. Fourthly, there is the informer metaphor motive referring to the viewer motive and desire to be informed. Together with this is a motive to receive spy like intelligence of what is happening. Finally, there is a motive to be informed in order to make informed decisions, in other words to be brought information touching on areas of core concern.

Another of the journalistic process motive metaphor is the investigator metaphor. In this the viewer is motivated to seek news content which has been achieved through investigation – by confronting wrong doing, reluctant sources and gathering evidence. It also refers to information on those clinging to the culture of the past which is holding back the country's change and is responsible for past stagnation. In addition, this also refers to the motivation to receive continuous audit reports of how the country is doing from proactive and fearless sources. The investigator confronts unwilling and hostile sources, the investigator works with clues and patterns and the investigator works with audits of accepted standards.

Lastly, there is the construction of the microscope metaphor as viewer motive. Like in all the journalist process metaphors in this cluster, the viewer desires and seeks content that has been looked for and gathered in a certain specific manner. In the microscope metaphor, again the method is important and the first is a method that

makes the details visible. The mostly known use of the microscope in Kenya is in disease diagnosis. Knowing how well a person is or what is the cause of the person's ill health has required an investigation of samples using the microscope. The viewer desires content on what ails the leadership, key institutions, processes is desired. In the developed world, one of the key tools of scientific research is a powerful microscope, one that can magnify particles a number of hundred times over. The kind of microscope a country has acquired or developed is a symbol and definer of which countries will discover and invent and those which have no desire to discover and to invent. In the context of media, a powerful microscope approach would be expected to help identify resources that can make a difference and which the country is blind to as well as identify opportunities that the country should seize upon in the present and the future after scanning the invisible realms. This is important for the viewers who seem to be so keen on the tempo of change for the country and yet are not clear of both the catalysts to bring about such change or even the clarity of the destination. This cluster of journalistic process motives emphasizes that, viewers are looking for a special kind of content which can only be produced through journalistic methods.

4.2.2.4 Viewer empowerment motive cluster

The research also constructs the viewer empowerment cluster metaphors of motives. These include the advisor metaphor and its inferred motives in which, the viewer seeks counsel at the encounter. If she or he gets prudent advice, she or he will have been empowered. In addition it includes motivation to receive information from a confidant. Meanwhile, there is also the teacher metaphor and its inferred motive. A teacher brings both new knowledge as well as new skills which advance a person in a specific discipline be it in politics, issues of change and development, health,

management of public affairs including issues such as procurement or which commissions have the right to do what or information on investment in farming. A teacher uses the method of repeating, and illustrating with examples. In addition, a teacher contextualizes what the human race has developed acknowledge to the life world of the learner and its applicability to diagnosing or solving problems around the learner. The viewer seeks out such teacher content from the television news.

Meanwhile, another metaphor in the cluster is the Passport Metaphor and its inferred viewer motive. A passport is in practical terms a permit to travel outside one's own bounded territory, to gain entry access. Through television news, the viewer gets access to events, incidences, situations, spectacles, offices, he or she would otherwise never be permitted to or have access to. In addition, a passport in Africa also means that one has had a chance to travel to other continents which are much more modernized than Africa. It gives an identity of "a been to," of one who knows what modernity is, one who is ahead of his or her other colleagues. The viewer desires this content that enhances his or her self identity in this manner. Furthermore a passport holder is a citizen of a specific country which he or she recognizes as home. After travel, he or she still desires to come home. Inferred in the passport metaphor then is the need to access this content from the far flung and to come home with it, and to see what it means to his or her own life world, how it relates to it or how it may be applied. It enables viewer to travel into the world of the historialized epic story of the country's quest for change and transformed lives.

Another motive in the empowerment cluster is The Bridge Metaphor and its inferred viewer motive. A bridge helps to cross over. For a change seeking viewer, it is to help

crossover to the new. It is a critical facility for doing so. The viewer seeks content which will facilitate such change. From a different perspective, language has the phrase – bridging the gap. In the viewer’s world, there are many gaps to be bridged. From a social science grammar, the identification of a critical gap and how this is to be addressed or bridged is the field of experts and researchers in a particular discipline. Insights from such researches therefore help bridge the gap. The television news viewer seeks content of such insights. Meanwhile there is the microscope as an empowerment metaphor. A viewer picks from the television news competences of analyzing and evaluating reality and events. These competences enable him or her to see a phenomenon much more deeply than would otherwise be the case. The microscope is usually in the user’s hand and his or her eyes may decide to focus on any magnified aspect of the reality under the microscope. In a thirty minutes news bulletin, the viewer decides what to be interested in, or what to focus on and then concentrates deeply on such an event or issue.

4.2.2.5 The counter narrative cluster metaphors

Lastly, this cluster of metaphors was contrary to the other clusters of viewer nicknames of the television set and inferred viewer motives. There was the liar metaphor (There were few responses which considered the television as an outright liar in its news. Why did such viewers watch then?) There is no other source of information about what is happening out there. According to one of them, they watch awaiting another kind of television to emerge in the country. On the other hand, for some of the viewers, television news only tells half of the truth. For a few other viewers television news pretends to offer news while in actual fact there is nothing new that it is telling the country. “No change can take place with the current

government.” For another viewer, the motive for watching television is to be able to see through the lies. Meanwhile a second metaphor in this cluster is the ‘The Destroyer metaphor.’ It seemed that one of the viewer’s motive was to monitor the destroying information that the news media keeps beaming out to the people and from the viewer’s own stand to resist it.

This was an interesting examination of the research enterprise. After the examination, the research constructed five motive clusters of information updates, specific societal change information cluster, information which has been gathered using unique methods of journalism, information that leads to viewer empowerment, and lastly, information of untrue accounts. Different viewers named different motives in a given cluster.

One of the conclusions that the research draws from this aspect of the research is that, the viewer is motivated to be at the encounter. She or he actively moves forward to take his or her position. If it is to meet the messenger, to be updated, or to be taught, the viewer is alert and is internally prepared for it. That may be both the environment in which the intext takes place, in which the viewer preoccupations and their interaction with the in coming news happens, and the environment in which ideologies of change emerge. It combines with the first aspect of viewer type to complete a useful sketch or portrait of the television viewer at the encounter. Meanwhile, now the research examines the second research question from the bulk of the information from the field.

4.3 RESEARCH QUESTION TWO: WHAT TELEVISION NEWS AESTHETICS EMERGE AT THE NEWS VIEWER AND THE TELEVISION NEWS ENCOUNTER?

This research question expected to investigate the television news artforms as demonstrated by the kind of news first ranked by the viewer or that which the viewer paid great attention to in each evening's news bulletin. It looked at both form and content.

4.3.1 News genre in terms of form

During the diary phase of the research, the research partner was asked to record the first and the second ranked item in significance as far as the partner was concerned after each evening's bulletin. An analysis of the news items selected showed five high affinity news types which seemed to be both content driven as well as form defined. They were in five categories as follows – a category of spot news in which the reporter is describing what is taking place at the scene of the event; of hard news and of breaking news which in the news selected by the research partners included news of accidents, infernos, and news from a murder scene; a category of country's change news which included solution news, action news, problem solving and innovation news, news exposing things that paralyze change, and people action news; a category of moral outrage news consisting of macabre news, crime news, and moral outrage news; and lastly a category of human interest news consisting of the funny story news, a happy story news, and the pain story news. While examples of the first category have been given, the focus has been their content dimension. Such news simultaneously have a form category with the features of liveness, spectacle, action, and unexpectedness. The stories break the national silence and normalcy by what has

just happened. All the other categories may also have this aspect of breaking news or hard news. Meanwhile, examples given of hard news also demonstrate a distinct form. The accident, inferno, or the murder scene stories have the character of liveness, spectacle, action, and a siren to the country to pay attention as mentioned. Hard news also has other form characteristic as of being pregnant with leads for multiple developing stories; prioritizing eye witnesses; visual vividness; content that is highly boiled down to the bones; and lastly, content that is undiplomatic. On the other hand, the form for country change news focusing on the affinity types found in the research also have a number of characteristics including the revelatory one in spot and hard news categories but also its own including that of a combative posture, an intertext, and that of a shorthand of the dramatic society change story, and lastly a sense that each of the event is happening at the brink of change. Similarly, the moral outrage category has its own form which prioritizes the revelatory of the spot and the hard news genres but also a focus on the human condition and an inference of the atavistic. This category takes its form more from this special nature of content. The form aspects seen in spot and hard news are also more vivid in the moral outrage news category than in the other categories. The characteristics of spectacle, unexpectedness, liveness and action are common to it. Lastly, the human interest news category and the irony embedded category can be discussed as follows – The first has the characteristics of the news feature and the second has its form more shaped by the content and its connotative layers. Some examples of these categories were as follows – The Kajiado Lady CBO selected an item in which a vehicle stealing racket was exposed with many cars discovered inside a stone walled compound in Umoja Estate in Nairobi. This was a crime story. In the week she also selected a story on “kidney complications –

“I saw what patients go through especially on dialysis. Kenyans are advised to go for check-ups.”

This is an example of a pain news story. A funny news story example is one she selects of the news reports that,

“a witchdoctor has been recruited to use juju to locate the whereabouts of the missing Malaysian plane.”

Meanwhile the Kiambu Female Youth records as her first top item on the first day of the diary phase of the research,

“the news where people have been murdered and then buried in the same grave in Kitengela” This is an example of the news format the research has described as grotesque or macabre. On Tuesday, she selects the news item where

“Kisii University students are demonstrating regarding fee increases, and policemen are shown throwing tear gas at the students.”

This is a spectacle sub-genre as well as an irony embedded kind in which the victims are criminalized, according to the research partner. On Wednesday, the research partner selects a news item in which “many people in Kiambu have just died of drinking illicit brew.”

This is at once a breaking news story, a spectacle story, a human interest story and a pain news story. On Saturday, she selects another news item in which -

“a father has defiled his two daughters and impregnated one of them.”

The research constructs this as a horror type of news format. A grotesque type format. These are the different television news genres and sub-genres which seem to construct themselves at the encounter. As the research examines the different aspects of the third research question of intertextuality and meta-symbols, of viewer preoccupations

and news, and of viewer and news interaction in regard to ideologies of change, interpretation would also be sensitive to these formats of news and their properties with the aim of achieving greater understanding. For example, change news seems to be emerging as a key phenomenon in all the three research questions. Findings of this research question elaborate specific content driven sub genres that are weighing tools for the viewer, for example as he or she interacts with modernity or with issues of identity. If the definition of change desired by the viewer is that of modernity, the elaboration of this trajectory is weighed against the five formats of solution news, action news, problem solving and innovation news, as well as news exposing things that paralyse change. Modernity for example proposes an elite led movement for change. The viewer is then selecting news that show how the elite group is performing in the five areas as above. Another example is the physical infrastructure being modernized through technology particularly to support a free market agile economy. The five measures help scan selected news items by the viewer. Modernity too moves in the spirit of the machine as argued earlier, getting rid of the old and the present to usher in the new almost in a ruthless manner. Modernity has christened its values and the movement from one understanding to the other as enlightenment. Current values for instance are the human rights that are placed on a high pedestal and the argument is that in the news of change, the television viewer is examining these along the five weighing tools of solution news, action news, problem solving and innovation news, and news which expose those things which paralyze change. The research proposes that the viewer does this for all the other dimensions involving change.

Meanwhile some of the other examples of responses which helped to construct the television news genres and sub genres which were common with the research partners were as follows – The Kibera CBO Lady recorded “Eastleigh blast kills six and injures eight.” This is a breaking news story which also gave opportunity to the television stations to be at the scene to interview eye witnesses and to bring analysts into their studios as well as interview sources of authority at the scene. It therefore fitted into the spot news and the breaking news genre. But the current government campaigned with the promise of addressing terrorism and insecurity in order to quickly excite greater economic momentum. This news item was then also a change news genre. In addition as that which occurred was a pre-meditated, planned and executed attack intended to cause mass murder, it was also of the horror news genre category. On the other hand the research lady partner also selects in the following day a news story in which “Senator Sonko shows that he is the one who had hosted baby Osinya’s father.” Osinya is the boy child who was in the Mombasa church with his mother when terrorists entered and started shooting and killing several people including Osinya’s mother. The child himself was shot and the bullet lodged in his head. He was flown to Kenyatta National hospital to undergo surgery for the bullet to be removed and it was after the child was being discharged that the news item showed that Senator Sonko had been housing the father. The Lady CBO recording under the diary response category of emotions felt as one watched the news item recorded that she was very happy. This for the research would be an example of the happiness story genre. In addition, it is an example of two other news genres not earlier mentioned – a human condition genre and a counter- narrative genre. The last is constructed from the evidence that mainly news generated negative emotions in the research partners. The happiness emotion was a counter-narrative one. The human condition scanning by the

viewer was a continuous undertone in many responses. What have people become – like? What kind of people surround us? What kind of people serve us at the national level? - the human condition as is the theme in creative and realism stories was also an apparent construction by the television news viewer.

Meanwhile another example is from the Korogocho Youth where in his diary entries, he identifies the news story on “President Uhuru presiding over the police graduation at Kiganjo.” His comment on it is interesting. He recorded, “ I am angered by the lack of respect by the executive for the judiciary.” He is referring to the fact that the court had already declared the ceremony to be illegal. While it is clear that he would like the separation of powers as outlined in the new constitution to be respected between the judiciary and the executive and while for him adherence to this new constitution implies moving in the direction of national change, there is also the implied irony in the news story that, the police who are trusted by the country to ensure that everyone respects law and order are released to their work through a ceremony that says the very opposite and that is officiated by the President himself. This is an example of an irony embedded genre. Meanwhile, examples of the country change genre are as follows -

A genre of country change news is sought out by the viewer, is continuously selected. It has five sub-types of solution news, action news, problems solving and innovative news, news which expose things that paralyse change, and people action news. This genre like all the other news genres which construct from the news items selected by the viewer also has the features of the spot news genre identified above. Namely those of liveness, spectacle, action, and unexpectedness. These give to the news items in the genre a power and a presence as well as potency of surprise. Another key genre

constructed above is the moral outrage news genre. This has the macabre news as well as the crime news and the moral outrage news. These context the human condition situation in the country. But the issues of corruption, tribalism, nepotism and insensitivity by leaders to the plight and poverty of the people are each also part of this moral outrage news genre. Lastly, as stated earlier each news item is interpreted in duality by the viewer, in the dynamic of the outer and the inner dialogue. Each is an account of what has happened and simultaneously a symbol of something deeper in society that also touches on the change story. Both the hard news genre and the human interest news genre relate to the national and societal change story and its epic twists, turns, perplexities, and emotional commitments. The second part of the research question examines news as a hypertext. Both content and form give character to the sketch of genre that seems to have great attraction for the television viewer. While this first aspect examines how a type of news content gives birth to a news format or aesthetic with specific features of form, the next examination looks at the news text in multiple ways (in an eclectic manner) in order at the end to tease out the news forms that seem to dominate. This is considered under news as hypertext.

4.3.2 The viewer affinity aspects of the hypertext

This was to propose that a television news item may have multiple layers of meaning, may have more than one message wrapped up in it from the perspective of the news viewer. There would be a layer communicating thoughts and a vision of reality shown to the viewer, a layer communicating to the emotions of the viewer, and a layer communicating to the aesthetic psych of the viewer in the in coming text. Simultaneously, the concept of text is that it has the two versions of text as coded and of text as decoded. The hypertext under consideration is of both. Meanwhile in the

literature review, a construction of the aspects of news as hypertext that could be valuable to the study was done. The aspects consisted of a hypertext with ideological traces of class, gender, ethnicity, nationalism, religion, or any other; an aspect of news as montage; an aspect of news as a national or society change genre, an aspect of news as intimatization, and lastly, an aspect of communication orientation investigating how the hypertext as a communicative phenomenon was oriented at the encounter – whether as an attacker hypertext or a conversational one.

The first examines traces of ideological communication in the incoming television news as a text. The literature review elaborated this as either the incoming news having traces of the ideology around class, gender, ethnicity, nationalism, religion, or any other. Analysis of the responses found strong traces along the ideologies of class, ethnicity and with it, identity. A key ideology that emerges is the ideology around the modernization/modernity worldview and an ideology of change along its thoughts and strategies. How does the ideology around class manifest in the analysis? From the responses, two different kinds of class emerge. The viewer respondents would wish that their leaders abandon old ways and start to have good intentions and good hearts. Then the respondents would leave the steering of the country in the hands of this elite. In terms of the details and strategies required at the movement for change, they would leave these to the elite. In the focus group discussion interviews, responses to the question asking the participants to state their dream for Kenya 30 to 40 years from now had a substantial part focusing on the leaders as follows – “clean leadership”, “united leadership”, “end nepotism”, “leaders to be chosen on quality not tribe” “end politicking”, “visionary and strategic leaders...” The main evidence however is that while the research partners seem to be so keen on change there is no clarity of such a

vision of the future. And yet the viewer is greatly determined that this change must be constructed. They therefore expect that somebody has the blueprint. But not just the leaders. The nicknames given to the television set by the focus group discussion participants were constructs of the television channels as elite structures that would “teach”, “advise”, “mobilize” “inform.”

Meanwhile, one of the arguments of the research is that the viewer seems to select only the tragedy kind of news from the international news in the bulletin such as the “missing Malaysian plane”. There seems to be no interest in business, trade, economic or related news of an international nature which reveals a total failure to link local national situation to the global situation or systems. Are the woes of the country only locally induced or is there a hand of global hegemony as suggested by Gramsci. If this concept applies then, as part of the third world, the Kenyan is part of an exploited class of small scale farmers and workers, linked to the global economic and trade system which advantages the first world. The link is historical and cleverly established. In this the hypertext is loud through its blank page or omission of the global connection.

For this research however, the uptake of the need for change along the modernity worldview offers a clearer mapping of an un-equal relationship between the change desiring viewer and the western generators of change thoughts, products and services. One is always a follower of the other, one is always behind, always led. One’s best sons learn to copy and to know that, they can never be as good as the originators. As noted in the literature review, one who has “internalized another man’s culture” lives a seemingly normal life but underneath is haunted by the belief that he may be found wanting before the other. The presence of the other is always real and manifested by

his foreign missions at the capital city. There is a cry with an edge of “the haunted” in those who are selected to man the key centres of proliferation such as the media and other key institutions that have taken on the role of society change. There is a pressure cooker heat upon all, that nothing is measuring up, a silent haunted urgency that is almost psychotic and that may have the result of now and then tearing down what has been created. In light of this, what aspect of the hypertext seems apparent from an ideological point of view? A text with the spirit of the haunted.

Meanwhile, is it enough for instance to state that Kenya’s vision is to become a middle industrialized country in the next fifteen years? The research argues that it is important for the country together with others particularly in Africa to start at the thoughts level, to map out the future of her children, starting with definitions. In terms of the incoming text, an addition aspect of the hypertext is that of definitions – for now, not indigenous but those of others. Definitions of what, where, how, by whom, and when. In addition, the research argues for clarity of what is involved in the modernity worldview -a clear- water definition of the ideology of modernity. The western world has been built through encouragement of a self loving individual. Its captains of industry have been ruthless, hard hearted men whose ego and greed have fuelled the creation of their industrial empires. The television viewer should not want the country to advance in modernization without the presence of the greedy and the selfish leader. This is the historical map of modernization. The text which comes to the viewer seems to reveal one side of modernity and has the other covered in silence. This aspect of the text may be referred to as the half open, half closed file text. Is there another possibility for building modernity? Such would be in the new definitions.

Another dimension of the news as text is that alluded to by the Kajiado CBO Lady commenting on the news item on people using a drug to enhance their sexuality. She is unhappy about this copying of the western way and in this instance, away from the authentic, natural sex.

She is unhappy about this hyped, unnatural, artificial aspect and perhaps this concept of the hyped is a feature in a number of other things that are to be copied. It is important to know that, the Kajiado CBO Lady is not calling for a return to the old African way. From her life log and her daily log, it is clear that she has put her life on the line rescuing young Maasai girls from forced marriages and from circumcision. This dimension constructs the aspect of the text of the hyped.

Earlier another aspect of identity was discussed – that of a change thirsty viewer who selects, interprets and experiences in coming text from that perspective, therefore giving another dimension to the news text. The news text relevance is to do with national and societal change. On the other hand the last aspect of identity is that of ethnicity. As noted in earlier responses from Kajiado on discussions on insecurity the research partners followed keenly any criticism on how government was handling the insecurity situation and this was because Mr.Ole Lenku from their community was in charge of the ministry responsible. This constructs an ideological aspect of the text along identity of ethnicity.

The discussion involving other aspects of the hypertext below draws in examples of responses which the research considered in order to further construct the hypertext. The research hopes that a good understanding of the hypertext would help in further

understanding of the research question for the encounter is indeed between the television viewer and the television news which the study considers as a hypertext.

Another aspect of the investigation on ideology was to examine news as montage. In this the research constructed the following as the aspects of the montage which would be investigated – the spirit of the machine which attacks the existing in order to establish itself, in which the past and the present are to be abandoned for the new – a heartless spirit towards perfection through ever higher speed, capacity, and lower cost; an aspect of seemingly unrelated images beamed at the viewer but each pregnant and surrealistic, intended to create a cumulative emotional thought and conviction; and the last one – that the fleeting short news items are brief shorthand windows to a raging epic story of a society in the throes of change.

In the literature review, it was pointed out that in the last two general elections, two thirds of the members of parliament lost their seats as voters quickly lost patience with them. In the incoming news, the research partners recorded how most of the news is negative and has nothing good to say about what is going on in the country and by the leaders. Some were convinced that the television news furthermore has stuck to the position it took following the announcement of the results of the last general elections – that the current leaders did not win the election. Some of the responses were as follows – Answering the indepth interview question whether the viewer gets the kind of news he or she would wish, a Male Research Partner said, “these kind of news don’t come often. Most of the times the news that come are those that destroy. News of corruption, where government has not done, but where it has done well, this kind of news does not come.” In contrast, others said this is indeed what they themselves expected the television news to bring. Another Male Research

Partner stated, “I get such kind of news. In regard to security for example, there has been TV reports on the search for those carrying out terror attacks in various parts of the country. There are reports also on the grenade attacks in Eastleigh. I like watching these because you may go to a dangerous place without knowing.” Still, asked about the kind of news they wished to have, a number of research partners indicated such types as solution news, change action news, hope giving news and the inference was that this is not what they were currently receiving. Meanwhile, one of the questions asked in the focus group discussion interviews focused on this. The question was framed as follows – A number of viewers think that Kenyan television news mainly focuses on the negative. What are your thoughts on this. Examples of the responses were as follows – “they are right and only because news focuses too much on what is past and current. If it included the future, the positive would also find a place.” This the research argues is an exceptional statement. Issues of clarity of vision, of strategy, of re-thought definitions would be the inclusion as discussed earlier. But this can only be carried out by a people freed from a culture of followers. Another participant stated, “the news medium cannot help it. It is in business. It is only providing the people with what they want. The human being loves the negative.” This view speaks of the same negativity but gives a different reason for it – it is what audiences want. Another participant argued, “I have not seen television news bringing solutions to issues. It is still bringing matters of the last elections.” Another echoing the same view said, “they only want us to see the things that ended long ago.” These last two comments construct a media that is transfixed on the last general elections. Its past shadow shapes the way the media looks and reports present reality. This dimension of a past shadowing feature of the news as text is important. Interestingly, the research partners and participants accuse the television news of this but later, they themselves

confess of this influence being upon them. In the indepth interview there is a question if, the last general election results continue to influence the way a viewer looks at incoming news and research partners stated that it does. In the focus group discussion two more responses illustrate the two different ways in which the participants thought of the matter – one that the television news was responsible for this negativity and the other that it is the people, the viewers who desired this kind of content. One participant said, “all these media houses are looking for business. They are looking for customers. We as Kenyans, we are interested in the petty, the petty and the dirty. These are the ones we are able to enjoy. We are more interested in negative things.” Another laying the blame on the television news said, “If you look at the Lamu terror attack tragedy, they were showing the pictures. They gave it great attention. But a few days after, in two to three days, oil was discovered in Lamu. Not much attention was given to it.” From the perspective of many of the research viewers, the television news text which comes to the encounter is negative. For some, a past shadow emerging from the last general elections makes them also come to the encounter with negative lenses. In all, this negativity is part of the spirit of the machine mentioned earlier. It subverts the present.

Meanwhile, the other aspect of the television news as montage which is proposed as a dimension of news as hypertext is the aspect of the seemingly unrelated images that are put together in a news bulletin. A diary research phase record of the Korogocho Political Activist shows the news items he had picked as the top items in the news for the week of the investigation. They were “Ontongolo narrating a poem to the President”, “a news item about the 2007 election violence and the IDPS”, “the supreme court postpones the digital migration” , “four armed gangsters are gunned

down by police”, “an administration officer is arrested for being part of a stock theft group.” From the surface of it, these are visual spectacle news which seems to be quite unconnected. A denotative examination would consider them to be different and un-connected. A connotative analysis would however sense that this is a selection by a viewer in one side of the confrontation in the movement for change. These news items are saying that the current government is trying and its efforts are bearing fruit. This is the “update” of the events at the arena of society change and the rival forces at the scene. An update given through a surrealistic text. Meanwhile, earlier the unconnected episodes were again proposed as surprise and shock firefly illuminations of the aesthetic drama in real life – the national epic story of change.

Another dimension of the television news as a hypertext constructed in the literature review is news as a society change genre. In many comments by the research partners regarding specific in coming news items, it is clear that such items are seen by them from the stand point of change. An example of selected news items in the research week by the Mwala CBO Lady and her comments on the issue are indicative of this. On Monday, the first ranked item selected was the Kisii university students strike after the university increased fees to be paid for attachment. Her comment was that “the student union was right to refuse the increases and that the university and the ministry should address the issue.” Inferred is that parents are poor, the cost of living is high and change would be to address poverty and to bring the cost of living down. It is also to ensure that the country is not only for the rich. On Tuesday, her selected item was on teachers commenting on the laptop project by the Government. Her comments are that, “the Government is hiding something about the tender. The Government should address this matter urgently. Some Government promises are not being fulfilled.” This

response has three aspects in regard to change. The current Government came to power having itemized key things that it would bring to the country's movement for change and development. The research partners comment is that, there are promises that it is failing to fulfil. Secondly, the issue of corruption comes in. It has not only continued as an old disease, but it has struck and paralysed a project expected to be a symbol of the changes the new Government was to bring. Lastly, the research partner states that Government should address the issue urgently in a way making the point that the way it addresses this matter defines whether it is really capable of bringing about needed change or not. On Wednesday, the research partner selects the University lecturers' strike as the item that she gives first place. Her comments were as follows, "workers go on strike and are promised payments which the government does not honour. The government should address the issue of strikes. Lecturers should be paid their dues." In this too, the research partner's orientation is that like in past governments, this is a government that does not fulfil its promises and therefore the core promise to change things in the country will not be honoured. On Thursday, the research partner selects the news item on the Malaysian plane which went missing. She records her "sadness because of those with loved ones aboard." This did not have the society change features in it. On Friday, the Mwala CBO Lady selected the news item of a new act being proposed to raise the minimum capitalization of SACCOs. "Many SACCOS will collapse." In many ways, SACCOS are seen as vehicles that enable the average person to carry out projects that bring about changes in his or her life and that of the family. A blow at them instead of strengthening them would be to be on the side of fighting change. On Saturday, the research partner selected the news item on the former minister for finance Mr. Kimunya being arrested on corruption charges when he served in the previous government. Her comments were, "This is

good. Those misusing public offices should face the law.” She is happy that something is being done and that change may come. Lastly for Sunday, she selected an item in which politicians are saying that they will scrap all the positions of nominated leaders of senators, members of parliament, and county assembly representatives. Her comments, “these people have specific roles to play. You can see the hand of certain politicians.” The constitution has come up with these new nominated positions to address imbalances in representation such as in gender and the disabled. The research partners comment intimates, that the call is being driven by certain politicians who want to block the implementation of the constitution – the blueprint for change in the country.

Meanwhile the research has the view that while the incoming news text has its own meaning boundaries, it develops into another text after its interaction with the viewer and that this newer text is constructed using raw materials from within the viewer including viewer expectations of changes in the country. The incoming text may or may not be a record of change and is assessed from that perspective by the viewer and his or her emotional as well as intellectual interpretation of the text will be from that perspective.

On the other hand the research through the literature review constructed the aspect of the hypertext orientation to investigate specifically the kind of communication that takes place or the assumption of that kind of communication as the hypertext emerges at the encounter. In the literature review, the orientation is either of an attacker hypertext or a conversational hypertext. What emerges from the responses and their analysis? Another way to consider this is to ask - what are the characteristics of the encounter as a communication space? In the research during the focus group

discussion phase, one of the discussion guideline questions was – “If you were to name/baptize/nickname the television set in your house, what would you call it?” The research constructed five clusters of the responses which it also considered as communication metaphors at the encounter. They were as follows – First, an informational cluster of metaphors consisting of the “updater”, “Messenger”, “elaborator”, “microscope” ; secondly, a change asset cluster of metaphors consisting of “mobilise”, “constructor; thirdly, a journalistic process cluster of metaphors made up of “side mirror”, “news giver”, “informer”, “investigator”, “ microscope”; fourthly, a viewer empowerment cluster of metaphors made up of the “advisor”, “ teacher”, “passport”, “bridge”, “microscope” ; and fifthly, a counter-narrative cluster of metaphors consisting of the “liar” and the “destroyer”. Apart from the last cluster – the counter narrative cluster – all the others are of an encounter with a trusted other, and the research constructs a communication with a close confidant.

The nuances of each of these metaphors in terms of the kind of communication that takes place between the television viewer and the incoming news are elaborated in the aspect of viewer motivation in the first research question .objective of motivation for viewing. However for the research, a confidant in general speaks without fear, assesses and names, assumes a protectiveness for the other and therefore is strong in the words used to name. In addition, the confidant is not conversational except in that he or she uses an undertone but is instead categorical and rhetorical. In other words, one may also then describe the hypertext as having this dimension of a confidant’s undertone with a categorical and a rhetorical message. It is an attack orientation rather than a conversational one. It is a take it or leave it, I will tell you the truth as your close friend.

In summarizing the hypertext, three streams of argument construct. First, the television news is a text of definitions. Secondly, it is a text of potent ideological hormones and lastly, it is a surrealistic text. The first defines the situation at multiple levels but mainly at the national, community, and at the level of self. A dominant focus in this is the change phenomenon that is close to the viewer's heart. Definition of the situation of change at the three levels, its status, its features, its catalysts, its vision, and its values. The second refers to the apparent ideologies of the text as it is interacted with at the encounter. Three key ideologies seem to lace the text – the ideologies of western modernity, identity, and naturalism. Modernity has the pronounced aspects of the ideologies of class, ethnicity, hegemony, and the invisible ideology of gender. On the other hand identity has three dimensions of self definition, the us and they in terms of community definition and national identity as one, and the post colonial identity of inadequacy and hauntedness - the identity of the follower. In addition, there is the construction of the viewer as a proliferate, as an agency of diffusion. Finally, the ideology of naturalism is constructed from the Maasai CBO lady's brief comment on the copying of the artificial, of the hyped, of the un-natural from the west. All these are strong metaphors. A copy is not the real thing, is not the original, is not the natural. Something artificial is un-natural and lacks life and it is also construed as a lie. Then something hyped is also un-natural and may get out of control. But naturalism stresses the opposite of each of these.

Lastly, the television news is constructed by the research as a surrealistic text. In this are the aspects of the montage nature of the news within each bulletin and from day to day. It constructs a surrealistic montage text and the very philosophy of the montage is applicable as the news is taken up by issues around national and societal change.

The seemingly unconnected events reported are manifestations of an undercurrent river that the viewer is conscious of along the epic change story. This is the key aesthetic of the television news from the findings of this research. Meanwhile a surrealistic text has great force in terms of rhetorical emotion. All the viewer selected news items in the study seemed to have ignited strong emotions in each of the research partners. The epic nature of the change story itself accumulates viewer empathy of one side of the historialized epic conflict guaranteeing viewer emotions at the encounter. Evidence of the epic story character of the encounter in what the viewer selects, interpretes, and experiences is in the in depth interview question asking if the viewer thought that results of the 2013 general elections continued to influence how she or he interacted with in coming news. Many of the viewers said this had an influence. The viewer's fixation on national and societal change at the encounter is woven into this epic story news format or aesthetic. Examples will be illustrated as the research considers the aspect of intertextuality in the next research question which is on the encounter process.

The following are the key aspects of the hypertext brought out in the foregoing – ideologies of modernity which are elite driven, have an have traces of international hegemony but in a space where ideologies of ethnicity and identity are equally strong; a hyped text; relevance of text along national change news; news as montage and the philosophy of radical change that it infers; the epic national change story and its power of galvanising the viewer; and finally, a negative news text.

How is this aspect of the research question linked to the two research questions? First, the dimensions of the television news hypertext with their influential aspects all seem to be premised around national and societal change which also runs through the three

research questions. They also seem to form the key impetus in each of the components of the research question. These dimensions can be collapsed into three main dimensions of the hypertext as ideological, identity based, and surrealistic.

4.4 RESEARCH QUESTION THREE: WHAT IS THE NATURE OF THE ENCOUNTER PROCESS IN REGARD TO INTERTEXTUALITY, MASTER SYMBOLS, VIEWER PREOCCUPATIONS, AND IDEOLOGIES OF CHANGE AT THE ENCOUNTER

This research question had four interlinked parts – the concept of master symbols in viewer and in the incoming news, the process of intertextuality, the concept of preoccupations in view, and lastly, a focus on emerging ideologies of change at the encounter. In the literature review the notion of the meta symbol was introduced as an articulation of the key essences of these master symbols if they result into a gestalt interconnectedness. First, the research examines the concept of the master symbols.

4.4.1 Master symbols in viewer and in the incoming news

The literature review conceived of a four cluster matrix of master symbols derived from literature. First there was the sentinel master symbol cluster broken down into warning surveillance, instrumental surveillance, indexical master symbol, and lastly sentinel surveillance master symbol specifying aggressive defence or attack features. Secondly, there was the mental model master symbol cluster consisting of the priming master symbol, the scripting master symbol, and the mental model master symbol. Thirdly, there was the iconic master symbol cluster in which individuals were master symbols (Is Raila a master symbol – is he a representative of an idea or a movement?) and certain phenomenon may also be a master symbol for instance terror may be viewed as an iconic master symbol of insecurity. The fourth is the epic master symbol

cluster in which the research considered that a news item may very well be part of an on going powerful societal story advancing legend like. The cluster is broken down into the society change advance master symbol, the type of conflict master symbol (whether political, social, religious, economic), and lastly, the identity master symbol in the context of “they” and “us”.

In the individual viewer, the research proposed that a master symbol played a part in the process of inter-textuality, that in fact the latter happened through a grammar of master symbols. Similarly, the research assumed that while a news item describes something that has just happened, viewers are quick to recognize such an item in relation to or as linked to other events or something similar in the past. Such similar events give greater potency to the event in the in coming news. They too are preserved as shorthand definers which help recognize a new happening instantly from far.

In the research inquiry, specific questions investigated whether there was the incidence of inter-textuality as viewers watched television news in both the diary phase as well as the indepth interview phase. The focus group discussion phase also produced similar conclusions. In analyzing the responses, eight streams of inter-text behaviour seemed to occur as follows – a link of the reported event to the society change epic story, viewer’s value scale versus values of those in the in coming news, viewer’s self identity constructing in the “they” and “us” in the incoming news, a news event as part of a pattern of similar episodes, viewer’s unrequited expectations, moral outrage, national pride stirrings, and lastly, a shadowing conviction in viewer. Viewer responses had inferences along these streams echoed in them.

The following are some of these – In response to the question why a viewer watched television news, some of the viewers in the three phases used the phrase “to be updated” on what was going on in the country. Linking this to other responses, it was apparent that viewers were keen to get updates of the story of change in the country, each day expecting that there is advance in the movement of national change. There is a shadowing expectation and conviction of necessity of this change and it seems that in coming news and its content is weighed against this master symbol. Meanwhile, the story of change is a living dramatic epic in which persons, ideas and actions have had fierce contests over the last three decades. It is an epic story and those viewers who assume a distance from the epic, are attracted to the dramatic twists and turns of the contest. For them, individual news are cues to the arena of contest. For the viewer who feels to be more affected by the national events happening, she or he has a presence, a role in the contest and feels to be drawn into the epic from the momentum of the previous contests.

The following are other responses, on the issue of inter-textuality. The Kajiado youth research partner wrote that he was keen “to see the national assembly majority leader Aden Duale resign as he had promised in protest against the government operation on people who had come into the country illegally.” “also, waiting to see how Cord leaders from eastern Kenya are reacting against the operation”. There was great interest in criticism on how the security situation was being handled by a number of Kajiado research partners. Comments about insecurity in the news tended to blame the then cabinet secretary in charge of security Mr. Ole Lenku who was from the Kajiado County. The research inferred an identity interest along the lines of “they” and “us” by the Kajiado research partner. Another was on the Korogocho Youth

research partner commenting on the court order that nullified the election of the Migori Governor and that of the Nyando Member of Parliament. “The Nyando MP has been so irrelevant in his leadership,” “it shows the last general elections was a fraud.” Although not quite related, the research partner sees the court order as a vindication of the claim that the entire election was manipulated and the correct leadership was denied the chance to be in government. For a number of research partners across the research sites, the last general elections was still a live wire of influence in their thoughts and interpretation. It was a shadowing master symbol through whose lenses they interpreted and experienced in coming news. A question in the indepth interview phase asked, “Is there any relation between your reaction to news events and your feelings about the outcome of the last general elections?” Some of the responses were as follows – The Kibera Male Entrepreneur stated, “No, at times the winner may be someone who people never expected to win or the loser was expected to have been the winner. Yes, I was pleased by the results announcement and felt that it was high time to start development and to take advantage of the digital government.” For this viewer, it affects, he would be looking forward for news on development and on technological modernization. From the same research site, the Kibera CBO Lady stated, “Disappointment has been a feeling since the announcement of the results in the last general elections. With a new constitution in place we needed a reform minded leader for the country to prosper. All issues that Kenyans had were settled within the constitution. Therefore it was the mandate of the leaders who supported the constitution that were to see to its implementation, not as those before us. Well, in a democratic country, the voting pattern should show the choice of the people actually, it defeats reason to have a misrepresentation.” For her, it affects the way she views in coming news.

From the literature review, the research constructed the concept of the shadowing master symbol. For these viewers, it seems that what happened in the elections held in March 2013 has continued to control the interpretation of the incoming news. Yet, the research wishes to argue that, it is infact not the general elections itself that was at issue or is the master symbol. The master symbol behind it is the self identity again of “us” and “they”. In the literature review the argument was made how Kenyans vote as ethnic blocs along this identity axis. Therefore what is constructed then is a shadowing past master symbol rooted on a self identity master symbol.

Meanwhile, the CBO Lady research partner from Kajiado comments on a news story of people using drugs to enhance their sexuality. She states, “Kenya has decided to be a copy cat of what is happening in western countries. Our young children are growing up in a confused society. The world is going crazy. It has been going on only people don’t talk about it in the open.” This comment has the streams of moral outrage inter-text, the viewer’s value scale versus others’, as well as the stream of similar episodes. The research partner is concerned about the society’s propensity to copy. Inferred is the loss of one’s identity, loss of one’s originality, one’s past. In addition, that which is being copied is un-natural, is “crazy”, is strange. In terms of value, she disapproves. In the last sentence, she points out that this has been going on but people don’t talk about it openly. Perhaps in the bedrooms of those we have known...

Another research partner is the Mwala fruit farmer commenting on a news item on the university lecturers’ strike. He says, “there have been other strikes,” and concludes, “burning issues are never addressed well”. For him, “there has been poor and inconclusive handling of strikes.” The research reads into this the stream of similar

episodes intertext, a shadowing conviction intertext, and an epic character of the society change story line of incapable leaders.

In a different news item, the Kiambu Female Youth research partner comments on university students demonstrating over intended fee increases. She relates this to a local example noting, “Kiambu County Government has greatly increased permit fees for private schools which automatically means more fees for parents already struggling.” She adds, “The Ministry is making things hard for parents by increasing fees.” This captures a theme from many responses touching on the cost of living as an aspect of the change that the research partners desire and feel that it should have been addressed. The ‘hard times’ as an aspect of the society change master symbol is suggested by the study.

In the above, three key master symbols seem to emerge – the identity master symbol, the change story master symbol, and the shadowing past master symbol. Other master symbols emerge from the incoming news, according to the research partners. Question 10 of the indepth interview asked – From the news, would you say a kind of picture emerges of the country?. The following were some of their responses - Lady research partner, “I don’t have a single word to use but regarding what has been happening, a lot of corruption, tribalism, yeah, mostly that is the picture.” A male research partner has a similar response, “The picture I have of Kenya is a country with too much corruption.” Another male researcher puts an ethnic identity colouring to this corruption stating that, “I can term Kenya as a people who just want their side to be richer than others.” For another male research partner, this corruption is pervasive, “Our leaders tell us that they are going to eliminate this corruption but whoever comes to power, you find that the leaders he comes with are corrupt.” This according to the

research partners is a major picture created of the country by in coming news. A master symbol of a pervasive tribal fuelled corruption. A different counter-narrative picture is from a number of research partners. One states, “The country is trying. It is trying in terms of development and security.” This is a master symbol of a country that is trying. This response is echoed by another research partner who states, “They tell us about corruption but they don’t tell us how much has been done. Issues of development give us hope. I want to be shown that there is something being done. If a road is being constructed somewhere, I know even in my area, another will be done.” This theme of a country that is trying or is making effort is in an interesting manner mentioned as something that is happening but the television news will not bring it in the bulletins. Three master symbols are inferred in this – that nothing good is taking place in the country, the television news deliberately locks out anything good that is happening in the country, and that in-fact the country is trying. In his comment about the television news the research partner says, “Mostly, they bring negative issues. Those bad news such as accidents. They do not bring development news. So I look forward to whether we can have another TV or someone to tell us on development.”

In all of these, the argument of this research is that these master symbols are present in the viewer as he or she approaches the encounter with in coming news. Meanwhile, in the focus group discussion phase, there was a question that tried to capture a more specified picture of the kind of change that the research responses had mentioned. The question asked – what would be your own dream for Kenya, 30, 40 years from now? - The following were some of the responses – “a country with visionary leaders with strategic objectives. A modernized society with equal opportunities for all. We want to have social accountability, people who walk the talk.” Perhaps the change story

master symbol can be examined further by observing responses on the kind of Kenya, research partners hoped would be constructed in the coming years.

Another participant identified some of the changes hoped for as follows, “let us develop our politics. Let it become stable. After that, the economic status will sort itself. This Saba Saba thing, people don’t know what will happen. It is causing worry. With this politicking, the result is that the railway has not been built, the CCTV for security have not been put in place. Most politicians are selfish.” Another participant brought in a perception that seemed to be echoed by others in the three phases of the research – that change depended on a change of type of leaders that the country had. He said, “If leaders leave politicking, even ordinary people would do the same and will focus on development. Even on issues of security, the politician must divide in order to rule, must cheat in order to be listened to.”

These three comments above have change that conceives of a modernizing spearheaded by modern technology – very much along the lines of the modernity worldview, and that is achieved through a changed leadership. Education is prioritized in many of the responses as well as infrastructure development, good governance, and a practice of good values.

In summary the research established the following as patterns or streams of inter-text behaviour in viewer. There was a pattern in which the viewer linked any news on change to other texts on the national change story, a pattern of inter-text in which the viewer looked at the moral value in the incoming news against texts of his or her own value scale, a pattern of inter-text in which the viewer linked an incoming news item to a similar or similar episodes that had happened. In the change story master symbol

there were key influential features each strong enough to be a master symbol on its own which constructed in the research. There was the identity master symbol (us and they), the shadowing past master symbol, the change story master symbol itself in which two powerful streams dominated, one that the country is trying and the other, nothing good is happening and both of them set up against a particular change vision.

In this the research question, to study proposes the following claims from the findings -- In the first claim, INTERTEXTUALITY HAPPENS THROUGH MASTER SYMBOLS and viewers quickly recognize news events in relation to other events in the past, past events give greater potency to a news event that a viewer is watching, and that news events are also preserved as shorthand definers to help recognize other news events instantly. In the second claim, the key master symbols in the viewer which direct intertextuality are either the CHANGE MASTER SYMBOL or the SELF IDENTITY MASTER SYMBOL.

An interesting dimension is to examine if concepts in the literature review assist in further understanding the nature of this link between intertextuality and master symbols. Four umbrella concepts were identified and constructed as master symbols consisting of the sentinel master symbol, the mental model master symbol, the iconic master symbol and the epic master symbol. Three of these seemed to be relevant in examining the link. The sentinel master symbol cluster in the literature review had four master symbol types of warning surveillance, instrumental surveillance, indexical surveillance, and sentinel surveillance. The research findings construct a special place of focus on national change, its historized journey and the hopes and frustrations it creates in the viewer. In the focus group discussion interviews, one of the issues discussed was the fact that news is mostly negative. This sense also came from

responses both in the indepth interviews and in the diary phase of the study. For the viewer negative news are mainly made up of those events which show that the change movement is in danger. The red flag is raised by the media and a watch tower master symbol of this type of warning surveillance has constructed in the viewer and is the one which receives the danger sign beamed by the media. Mainly then, the warning surveillance master symbol is the one frequently in use at the encounter. But the findings also showed that the self identity along the “us” and “they” axis is a critical master symbol. The study suggests that the warning surveillance master symbol is moderated by this other self identity master symbol. That which the media signals as negative is interpreted differently by those who voted for and now support the current government. Those who did not even amplified the signal from the media. The last master symbol in this cluster, the sentinel master symbol was elaborated into three behaviour features as the watchtower consisting of aggressive defence or attack and the sentinel warning surveillance master symbol and would deploy in either of these three ways, again moderated by the self identity of the viewer.

On the other hand one of the focus group discussion participants argued that the reason why television news is mostly negative is because it only concentrates on the past and the present and has nothing on the future. He argued that, were the news to focus on the future it would be positive and useful. This would be indexical content but now, this is not available and such a master symbol does not therefore exist in the viewer and is rarely functional at the encounter.

One useful way of looking at the how the link between the master symbols and intertextuality works would be to theorize over the mental model master symbol cluster identified in the literature review. It was a cluster with three master symbols of

the priming master symbol, the script master symbol, and the mental model master symbol. It seems to the research that these help in exploring how the interaction between the master symbol within the viewer and the incoming content in the news takes place. To say that the master symbol within the viewer primes selection, interpretation and the experiencing of the incoming news would be to argue that this master symbol orients these action behaviours to its own internal nature. The change sentinel warning defence or attack surveillance master symbol then approaches the selection, interpretation and experiencing of the incoming news from its perspective. On the other hand the other master symbols in the cluster were script and the mental model master symbols. Would they assist in the understanding of how the interaction takes place? A mental script concept proposes that incoming news is fitted into the beat and song already existing as a master understanding of how things are while the mental model master symbol proposes that the incoming news is converted into a forgery cast of a predetermined design/model that exists in the mental model master symbol. The latter is more unrelenting, more rigid while the former is more flexible and more accommodating. In regard to the current study issues of corruption, nepotism and tribalism raised by research partners seem to fall under the mental model master symbol type while those of change activities are taken in by the script master symbol.

Meanwhile, according to the research findings, there was very little of news content which spoke directly to viewer personal issues such as income related or linked to family concerns. What would have been an instrumental surveillance master symbol was therefore not operational.

A summary of the thoughts from the research then is as follows:-

First, there is a dominant and a dominating influence of the national and society change master symbol which directs the intertextuality process in viewer during the encounter with in coming television news. Secondly, intertextuality mainly takes place through this master symbol. Thirdly, television news is encountered by the viewer mainly through the process of intertextuality. Fourthly the master symbol which seems to be continuously in use under the overshadow of the national change master symbol is the sentinel warning surveillance character. Fifth, that this master symbol mainly functions as a mental model master symbol process that is fixed and unrelenting although there are fewer times it operates as a script master symbol process when positive thinking or action on change make the news event.

The following section pays greater attention to the link between viewer preoccupations and their supposed intertext with in coming news. The research hoped to examine the nature of the intertext between the incoming news stories and viewer preoccupations.

4.4.3 The intertext between viewer preoccupations and in coming news

In the literature review, three kinds of preoccupations were constructed as situational preoccupations, income preoccupations, and encounter preoccupations. Situational preoccupation could either be personal preoccupations, or community oriented preoccupations, or national oriented preoccupations. In comparison, occupations were broken down to self-income activities, self-income concerns, and self-income plans. Lastly encounter preoccupations were elaborated as preoccupations of media content relevance, media content bias, and perceptions of television news carrying

capacity. For the research, the preoccupation was defined as one that would be strong enough to worry, to linger, or to inspire.

The research hoped that an investigation of this question would reveal if the television viewer was seeking news which speak to his or her preoccupations, if the viewer found such kind of news, and or if such a pre occupation was a factor at the encounter as the viewer interacted with in coming news either to assess, select, interpret or experience such news. Questions were framed for this investigation both in the diary phase and in the indepth interview phase.

Initially, the research had expected that income generation would be a key variable in this respect. As the findings emerged, it turned out that this preoccupation was not considered by the viewer as playing a direct role. Instead, a cumulative echoed preoccupation of national and societal change dominated the above spectrum of assessment, selection, interpretation, and experiencing of incoming news.

Still some of the responses were that some news items related to their core income generating activities. The Kibera Male entrepreneur commenting on the news item on the call to reduce the number of nominated leaders said that, “the number reduction was to avoid pressing the ordinary people on economic grounds. Our business will grow since people will have more money.” The viewer in another day’s bulletin selects the stock exchange news item as his first news item. He says the item is relevant to his core income generating activity in that, “you can know the best firm you can invest your shares into.” However, a more typical response was like the one of the Kibera Entrepreneur Lady. In all her responses to the question in the seven days

of the diary phase, she found no news item relating to her core income generating activity.

The society change preoccupation on the other hand is found in the kind of news items that the viewer seems to select in every news bulletin as important and which he or she pays attention to. It is also reflected in the kind of news the viewer says he or she would like to see in the news as well as in responses on motivation for viewing. The research proposes that this preoccupation on society change in an indirect way speaks to the viewer's core income activity in that if there is national change, then at the home and family front, at the income generating front, all would also be well. But even that notwithstanding, the viewers preoccupation with national change at the news encounter is dominant. The following responses are examples of this focus on change -

In Kibera, a Male Research Partner was responding to the question in the indepth interview – What kind of news do you look forward to? – He said, “News on the implementation of the constitution. But we don't get this we get news on attempts to amend the constitution, to distort it. Also you find that the real thing, you are not being told the actual thing.” As the new constitution is the country's roadmap to radical change, it is inferred that news on change is part of the viewer's preoccupation. In aspects of the preoccupations mentioned above, this too is a national oriented preoccupation – how is the national preoccupation to be defined? In this quotation, anti-change forces are having their way. In addition, the research partner brings out another aspect of preoccupation about his assessment of the media, “it does not bring the real thing.”

Another Lady Research Partner from Kibera expresses this preoccupation on change as follows, “I look forward to watching news from the counties. Different counties. Especially, I like local news rather than the international news because local news I think they involve us in a way.

Mostly, local news on development like infrastructure such as roads or electricity. ”In other words, a preoccupation on change as elaborated and a national orientation of this modernity kind of change.

On the other hand the encounter preoccupation of bias and related aspects is captured in responses to a diary phase question inquiring whether television news can be used to discuss serious issues. Many of the research partners indicated that it can be used and they noted that this is mainly because it is visual and a viewer can see exactly what is happening. It is seeing with explanation, it can bring details, it is good for explaining, and seeing the person enables the viewer to access the person’s real meaning. But there are those with the view that television news cannot be able to discuss serious issues. They give following reasons – it is not open, it is not impartial, it lacks fairness, it is not honest, it is not frank. Even as the television news viewer approaches the encounter and settles down to watching in coming news, these encounter preoccupations are at the back of his or her mind and it is proposed that they would have an influence on his or her selecting, interpreting, and experiencing of the incoming news.

The following is a summary of this viewer preoccupation aspect of the research question:-

The literature review constructed three kinds of preoccupations made up of the situational preoccupation, encounter preoccupation, and the income preoccupations. Initially, the current research had expected that income generation would be a major preoccupation in viewer at the encounter. It was not. The situation cluster was the common one and was in operation in all its three aspects of personal, community and national situation preoccupations. It was interesting how the three were linked together in the research findings in that the viewer's main preoccupation at the encounter seemed to be change or static at the national situation, and this was linked to the "us" and "they" identities defined by the communities the viewer came from, and there was the inferred assumption that a definition of change as positive at national level would be good for personal level fortunes of the viewer, would bring change as well at the personal front.

This situational preoccupation dominated the spectrum of assessment, selection, interpretation, and experiencing of the news at the encounter. Meanwhile, the encounter bias preoccupation was also present in some viewers and was also a factor in the same spectrum. The encounter bias aspects that came out in the research were that, the television news is not open, is not impartial, lacks fairness, is not honest, and is not frank. Still others thought news is impartial and came to the encounter with that orientation. Evidence of the presence of this situation preoccupation and its dominating position is also in line with the findings under the first and the second research questions in which change was an overarching finding in both. Meanwhile, the last aspect of the research question was to investigate the viewer and news in regard to change thoughts and feelings.

4.4.4 Emergent change ideologies at the encounter

This aspect of the research question is to examine if there are in the viewer, any specific thoughts that lean towards a particular ideology in regard to change, which emerge at the encounter and if there are attendant feelings. The aspect is to identify such thoughts and feelings brought out and to trace these to larger systems of thought and emotional trajectories.

So far, what seems to have constructed from the viewer responses is a modernity worldview ideology. This is an all embracing conceptualization of changes in society, capturing how they will happen, what categories of the population will spearhead, and what vision of society is to be pursued. The conceptualization is given the name modernization signifying the core thrust of it – to modernize. Its methods are specific consisting of a technological driven change, a free market economy in which the businessman is facilitated and in which the individual is called upon to continue to improve his or her business. It also hypothesizes a liberal democratic form of political arrangement in which the population elects the political leadership. The research considers this as the outer layer of the ideology and the global sketch. In this sketch too, the individual is assumed to be at the centre as the beneficiary and to internally become a change desiring agent, demanding new things in the market and also himself or herself becoming more and more enlightened. The second layer from the outer layer is to contextualize from an African and a Kenyan perspective – a post-colonial, westernized country, with ties firmly established during colonialism and after linking the country and Africa to the west through such powerful means as education, trade, and a thirst for the modern which translates to desiring what the west has conceived and is selling. Lastly, an inner layer captures details of the mechanics

that turn the wheel, that bring the modernization changes. Lerner (1958) titled his article on modernity – The Passing of the Traditional Society .It does not leave the past in place, it aims to replace it, to obliterate it. In the African and the Kenyan context, this has meant every aspect of life. In Schon's (1971) conceptualization of the strategy of the Roman army, modernity advances through the concept of proliferation of centres of conquest, control, and diffusion. Not only the physical centres such as Nairobi, but the individuals and the population itself become agents of such conquest, control and diffusion, ensuring that, the way of Rome and the lifestyle of the people of Rome is approximated in the new territories of conquest (Schon D.1971, p 85).This is rehearsed at this point in order to make the following observations. First that, examining research partners' responses on change demonstrated traces of the proliferate. The demand for change was in their blood as it were. They were ahead of their leaders in this desire. Secondly, they were uncritical both of the change itself in that they did not ask of its full elaboration or see how it was tied to the global arrangement of things and its history.

What are the evidences? In response to the focus group discussion call for the participants to name/baptize/nickname the television set in one's house, the following names were given which the research considers as metaphors of television news proposed by the research participants. While they gave more names, these are specific to the claim of change. As scholars have noted, there is intentionality in recognition and in naming. Edmund Husserl a key scholar in phenomenology at the beginning of the last century argued for this intentionality as noted earlier.

One recognizes an emerging phenomenon from where one stands, from one's interest, from one's preoccupation. Research participants used the metaphors of change tool,

mobilizer, the one who knows, the updater, messenger, advisor, teacher, informer, passport, and bridge. From what has been highlighted earlier, in the diary phase and the indepth interview phase, research partners speak of change in the same breath with development and see the physical catalysts and indicators of roads construction, expansion and generation of electricity, the building of a modern railway line, expansion of education, and use of newer technologies in society as what is to be commended or desired. The expectation of the responses is that the leaders that the people elect become the spearheads. For them to do this, the leaders must have integrity and competence and the anger and frustration in the responses and then the mix of other strong emotions at the encounter seems to be because these are lacking. Indeed the feeling is created in the responses that, the research partners don't have to have a clear vision of the change expected or the methods needed to create the change. If the leaders elected had integrity and competence, they will lead towards this change. In response to the question on their vision for Kenya in the next 30 to 40 years, the research participants had two categories of answers. One defined the changes in the future society and the other defined that which is holding back the desired change, the malignant ailments of past and present and most of these were around the lack of integrity and incompetence assessments of the leaders. Issues of integrity were identified as tribalism, nepotism, corruption, continuous politicking by the leaders, and making promises that they do not honour as well as not being able to lead by example. On the other hand there were assessments that indicated that all along the viewer knew that these leaders were not competent. The following were some of the responses on this – One participant stated, “We should leave petty politics. We should end tribalism.” “To have leaders that are fulfilling their promises.” Another said he would like “to see leaders living like brothers and sisters.

They should come together to benefit society. Unite on issues and in solving them. The country will move ahead very rapidly.”, “Most leaders do things behind the door.” Meanwhile a lady participant’s response was, “Do away with nepotism.” “People should stop being money minded, corruption, tribalism, leaders should be chosen on quality not tribe.” These were responses generated in the focus group discussion phase of the research. Related to this was a construction of the human condition apparently witnessed by the viewer in the news from responses in the diary phase and the indepth interview phase. The leaders were described as untrustworthy, greedy, selfish, immoral, bad hearted, cruel, inhuman, beastly, and to have immutable hearts. Although this was mainly attributed to leaders and especially leaders at the national level, some of the descriptions were also about the society as a whole. For the research partners a change of heart must be part of the overall change in the country.

From the viewers’ responses, the correct kind of heart is also intimated. The focus group discussion responses expressed such wishes as, “That we could be living like brothers like in Tanzania. Also, that we could care for one another as the Americans do. If one American is captured in a foreign country, America will send two hundred troops ready to die for the sake of that one person.” Similarly in the indepth interview the research partners wish alludes to this desired character of heart. Their responses called for “A person who practises. inclusiveness,” “A person who faces societal problems head on,” “A person who recognizes problems such as ethnic or religious hatred as serious,” “A person who is concerned about the high cost of living of the people,” “A person who takes the issue of unity as an integrity issue,” “A leader who is principled,” “A person who moves to address poverty,” “A person who will increase funding for development,” “A person who is committed to gendered politics.”

These then also offer glimpses of the vision that the research partners have for the future against which also they are assessing the individuals in the news and the events being reported. Another indication of the kind of heart in the leadership and in the people that they are looking for was in responses to the question in the indepth interview – who is your favourite news maker? The following were some of the responses –Male research partner“ My favourite news maker is Honourable Raila Odinga. First, I have a feeling that he is for ever trying to change things for the better. So I feel that it is good to hear what he has to say on a particular issue. I may not agree with him totally, but I find that his opinion counts a lot in the way that things will be done in the country and in the whole society. I have to qualify this statement. Because I find him all along since the clamour for multipartism – he was at the centre stage and even after.” For another, it was Mike Sonko. A lady research partner said, “Mike Sonko. Because, on the outside, he seems to be a very, should I use this word – a don’t care, even in the way he behaves in parliament, or his mode of dressing. But on the other hand, he really helps a lot. Like the end of the year when candidates are doing their KCPE, he really supports them financially. I like him a lot.” Another, Male research partner, “I like His Excellency Deputy president William Ruto. I like his politics greatly. This is because he speaks on an issue he has done much research on. He has the truth of the matter and you can see he has great confidence. And then, he is not among those who curse and castigate. He is patient.”

Three very different qualities. In the first, Odinga is seen as a change catalyst, the second is a heart that has genuine concern for the poor, and the third is a leader who knows because he takes the trouble to know and who will be confident on what should be done. In the literature review, the modernity worldview was flagged in

regard to this aspect of the research question. The change that the viewer seeks is in this umbrella. The physical world he wants to see in future about his or her country is that which has been transformed by technology and an enlightened and a caring leadership, a caring elite that is also competent in harnessing modernized resources for change and advancement. The enlightened heart cannot be a captive of the tribal and the nepotic, it cannot see the country only in terms of its own greed for such crudity cannot be for the enlightened. This is the thesis of the change looked for by the research partners – it is an ideological master symbol through whose lenses they use to quickly select, interpret, and experience the incoming news. But more so, In its own right, it is a key feature at the encounter.

Lastly, there is an ideology of identity in three interrelated layers of self, community, and nation. The individual wants change, hopes for change, and is emotional when it is delayed or blocked by others. He or she is a change being, is a radical change seeker rather than a conservative. That is his or her self identity. Yet, he or she also observes the way the country is moving from the perspective of ‘they’ and ‘us’. They, from an ethnic identity perspective, a deep rooted well spring of sensibilities from the far flung past before the different communities were placed together into one nation, and which the political class after independence activates to advantage particularly during elections but also to give favour. This is a contrasting ultra-conservative identity. In the indepth interview questions, the research partners were asked if the previous year’s general elections was influential in the way each person continued to look at events happening in the country. Some said it was and others had the view that it had no effect. Some of the responses were as follows –

Question 17 of the indepth interview schedule asked – ‘Is there any relation between your reaction to news events and your feelings about the outcome of the last general elections?’ Examples of the responses were- The Kibera entrepreneur lady, “At times the winner might be someone who people never expected to have been the winner. Yes, I was pleased by the result announcement and felt that it was high time to start development and to take advantage of the digital government. Yes it affects” Korogocho CBO Male, “ It seems that if you win but are not of the right club, they will not recognize you, yes people felt bad because their preferred candidate was rigged out, yes, in Kenya, we are not honest to each other – so long as you have money, you will get what you want. Yes it affects.”

These are two different views about the last general elections. They are saying yes, the results of the last general elections affects how they regard events happening at the national level. Another example is from the Korogocho Youth research partner, “Yes, I feel the elections were rigged and I just hate this government like nobody’s business. Yes, there has been alot of insecurity in the nation and I am disgusted and angry, yes sad and disgusted.” Lastly, a Kibera CBO Lady, “Disappointment has been a feeling since the announcement of the results of the last general elections. With a new constitution in place, we needed a reform minded leader for the country to prosper. All issues that Kenyans had were settled in the constitution. Therefore it was the mandate of the leaders who supported the constitution that were to see the full implementation, not those before us. Well, in a democratic country like Kenya, the voting pattern should show the choice of the people. Actually, it defeats reason to have a misrepresentation.”

Identity is a factor in the selection, interpretation, and experiencing of incoming news by the television news viewer. Even in these quotations two ideas about the desired change are apparent. In the first quotation, there is the conviction that the digital government will be able to deliver development. In the last quotation, the leader who did not win the elections would have been able to deliver the political reform changes envisaged in the new constitution. It is useful to consider the two different leaders Uhuru and Raila as iconic representatives of different ideologies about change both in terms of its very definition as well as in terms of its method, and key midwives.

The following is a summary of the constructs above. From the literature review, a thorough going version of change was conceived along the Roman Army's strategy of proliferation of centres. In it the minds, the hearts, the lives, and the off-springs of those targeted by Rome were conquered, controlled, and then used as centres of diffusion. In the literature, the desire for the modern was equated to the desire to approximate the life in Rome in the new frontiers. The post colonial population in Africa including those in Kenya has been linked to the West by powerful ties of education, trade, and emergent worldview which have constructed in them this desire for the modern – a modern as defined and wearing the face of the West.

In the research findings, none of the research partners or focus group discussion participants questions the origins of the change and the modernity world view except in some aspect, the Kajiado CBO lady who commented on the aping of habits from elsewhere. One can take the view that through a hegemonic manoeuvring, the post colonial viewer has been conquered, controlled, and himself or herself been made an instrument of diffusion of the new way. In the research findings, a western version of

modernity is coveted by the viewer. It is both material and non material especially in regard to the value driven behaviour in leadership. The viewer was conscious that certain foundational catalysts to economic change were necessary. These were mentioned as the modernization and construction of roads, expansion and generation of electricity, the building of a modern railway line, a focus on education, and the use of new technologies. At the mind level, viewers expected that information clarifying the specific changes anticipated, how they would happen, and the overall vision and destination, would come from the leaders and through the television set at home. For them, the past and present must change drastically and should have started to change already. The research partners change vision includes an inner change of the heart character of the national leadership in order to spearhead a comprehensive cross over to a new life world for the viewer. The qualities of such a leader would include one who is a visionary, nationalist, one who faces problems head on and is action oriented, and one who is sensitive to the plight of the people. In addition, the viewer looks for a principled leader and one with a new kind of integrity. From the focus group discussions some of the words used to describe the television set are by inference what the viewer also expects the national leaders to be. The more direct ones were to be a change tool, to be a mobiliser, to be the one who knows, to be an advisor, a teacher, and to be an informer. Frustrations and other emotions at the encounter were because, this inner change was not forming. Instead the old characteristics of untrustworthiness, greed, selfishness, cruelty, being inhuman, and an unchangeable or immutable heart persisted.

An elite led change momentum is hoped for and is expected. A modernity worldview spurs the desire for this change. It is unquestioned and a good part of it is hidden. The

research suggests that the lack of clarity of the change vision could well be part of the surrealistic impulse by the viewer to trust his or her own from the community, imagining that such would be more faithful. In this is the ideology of identity, while the hoped for place of the elite suggests a class ideology of change and the modernity worldview points to the capitalist ideology. This is the same as marked by the hegemonic interpretation from a global and a historic interpretation of the post colonial Kenya as observed above. The Roman Army strategy and theorizing captures the invisible but total influence of the global business led type of change that is fronted by modernity. These are the ideologies of change at the encounter and they too are factors in the selection, interpretation, and experiencing of the television news by the viewer.

The following is a summary of the findings from the research questions from the above analyses –

4.4.5 A summary and a selection of key findings generated through the three research questions

4.4.5.1 Viewer Portrait

Viewer behavior:

- (i) Active viewer – covets, selects, reflects, discerns, seeks to engage
- (ii) (ii) Emotional Disposition – emotionally highly affected, self assured.
- (iii) (iii) Is a change thirsty being.

Viewer motives: (i) The viewer proactively seeks something from the encounter (ii) A core motivation is to receive information from the change frontier especially of new details on the change/static status, its emerging features, catalysts, vision as well as

values. Other motives are also wrenched in this motive such as the desire to be more updated, to gain greater understanding, being empowered to penetrate the hidden and to play a supervisory role over national affairs.

Viewer and affinity news genres: (i) The national situation change news genre (ii) A marriage of a montage genre rooted in an epic story genre – a montage/epic genre (iii) News as spectacle genre (iv) Irony embedded news types (v) A happiness story news genre (vi) The human tragedy genre (vii) The horror news genre (viii) The grotesque news genre.

4.4.5.2 *The encounter genre*

The national situation change genre dominates the other television news genres in its attraction to the viewer. Its characteristics are as follows - Television News as a Hypertext of National and Society Change Situation; This hypertext defines the Change Situation, Its Status, Features, Catalysts, Vision and Values; The Hypertext is highly ideological and is preoccupied with three ideologies of the western world's version of Modernity, the ideology of Self Identity, and the ideology of Naturalism and Renaissance; The hypertext is also an aesthetic text which is anchored on a Surrealistic Realism Montage that is simultaneously and nevertheless part of a National Change Epic genre. It generates strong rhetorical emotions; The hypertext has four core layers of meaning – of event as seen in the news, event as representation or document of, event as defining the national situation, and event as a definer of the way the national leadership is seen to regard the viewer – a relational definition.

4.4.6 Viewer, Intertext, Master Symbols, View Preoccupations, and change ideologies

The third question investigates the encounter process and the analysis of findings is broken down into four key aspects as follows:

Intertext and master symbols: Dominant and Dominating Master Symbol – the National and Societal Change Master Symbol; This National Change Master Symbol is the key filter in the process of Intertextuality; Intertextuality is itself the key dynamic in the process of TV News Viewing; This National Change Master Symbol functions as a Sentinel Surveillance type in its filtering process.

Viewer and Preoccupations: The main viewer preoccupation is Change at the National Situation; The definition of the national situation is linked to Self Definition in relation to one's self identity as a Kenyan, In addition it defines the viewer's self identity in relation to his or her ethnic community, and lastly, as it defines his or her own self identity at the personal level.; The National Change or Static Situation Preoccupation dominated the Spectrum of Assessment, Selection, Interpretation, and Experiencing of news at the encounter.

Viewer, News Encounter Interaction and Emerging Ideologies of Change: An Ideology of National modernizing along the western world's version of modernity is coveted by the viewer; It is unquestioned in the viewer and a good part of what it should be or what it involves is hidden and is unknown by the viewer; Ideologies of class, and identity also emerge within this modernity worldview; The self-identity

ideologies which overshadow at the encounter are those of ethnicity, self-consciousness and assurance (individualism), and of a hegemonic proliferate (of the international modernity ideology; These ideologies specify the preoccupations of modernity related change that dominates the selection, interpretation and experiencing of news at the encounter; The self-identity ideologies also map out an inner layer of change expected and hoped for in the viewer – the change of the self-situation and the community situation as catalyzed by the change of the national situation – and therefore change in the very self-identity – this too is coveted by the viewer at the encounter; Lastly, there are viewer expectations that the extreme individualism demonstrated by national leadership and by behavior in criminal members of society needs to change to a counterpoint of a higher society values behavior.

These are bulletin summaries of dimensions selected in the research of each of the three research questions and the findings under them in the research. It is from them that a further selection of dimensions is carried out and those selected are then put together to form six draft claims of this research which are again focused along the research objectives and the research questions.

4.4.7 Research Draft Claims

As indicated from the beginning, the research was organised along three research questions.. The findings, analysis and interpretations of each – are now linked and collapsed together to construct the draft research claims. The first draft claim is drawn from findings of the first research question and is constructed as follows –

- a) The television viewer is a disturbed, reflective, but dominating person at the moment of encounter with in coming news.

Meanwhile, the second claim is based on results of investigation around the second research question and is constructed as follows –

- b) A major aesthetic is active at the moment of encounter of the viewer and in coming news – an epic/montage aesthetic. It produces a television news genre which re-assembles the brief, scanty, and unconnected news reports into an on-going dramatic real life story, of a live wire influence in viewer.

The third claim is constructed from the findings and interpretation of components of the third research question and it is stated as follows –

- c) The key process of the encounter between the television viewer and in coming news is one of relating reported reality to conviction and thought ideas in viewer. These ideas and convictions influence the process of selecting, interpreting, and experiencing of incoming news by viewer. It is the process of intertextuality of master symbols in viewer and in the incoming news

The dimensions of the master symbols mentioned in the claim are those of modernity, self-identity, and the change epic/montage national story. The claim also constructs the notion that the intertext is itself dominated by the master symbols and that the key dynamic in this process is the definition of the gap between the change eminent in a reported event and the ideals in the master symbols. But the emphasis of the claim is that the television news viewing is not a simple and passive process. It is a complicated high speed intertext process in which the specific master symbols act as

both sentinel watch tower filters influencing what is allowed in as well as intervening filters, colouring and framing that which is allowed to come in, in a way domesticating it along the master symbols perspective.

The second claim of the research is about the viewer affinity genres which emerge from the analysis and interpretation, with the epic/montage hyper genre dominating as the key aesthetic of the television news. This claim affirms that the fleeting encounters are never individual, isolated news accounts but are instead read by the viewer as shorthand cues to the bigger story that has been and is continuing. The individual news accounts are symbolic episodes representing a stark reality of the real world that requires urgent and radical changing. These bring together the two opposite concepts of epic and montage to work together. They not only form the key aesthetic of television news but are also together a factor in the selection, interpretation and experiencing of the in coming television news. The claim concludes that this aesthetic secretes a much more powerful communication between the viewer and the in coming news due to a number of reasons which will be explored in Chapter Five.

A fourth claim is that the current research suggests consideration of additional news values. These are brought out in examination, analysis and interpretation of findings from all the three research questions and the draft claim is constructed as follows -

d) Change and definitions are viable news values.

The claim mainly focuses on national change or static, its features, catalysts, status, vision and values, concluding that this is a news frontier to be coveted. In regard to definitions, it seems to be the case from the research that every inner meaning of a news event has the component of the definition of the situation, a re-definition of

what needs to be done, how, by whom, and of the values and vision for example of the national change needed. Manifest in this is also a definition of power relationships at the encounter, both between the viewer and the television workers and the viewer and the authorities appearing on the television screen in the news. Hidden too is another power relation between viewer and originators of the dominant ideology from the global centres of power.

The fifth claim is in regard to the emotions generated at the encounter. It is also a construct of analysis and interpretation from the findings of the third research question and is framed as follows –

- e) News viewing produces strong and disturbing emotions in the television viewer

A battery of emotions and their clusters have emerged in the research which the research partners recorded to have been produced in them as each watched each of the evening news. It seems important from the research findings, that from the viewer's perspective, the national change story has great attraction to the viewer. From the research participants, this seems to be the core criteria for selection of what news items in a bulletin to concentrate upon. Meanwhile by examining the viewer description of events in the news that he or she paid attention to and the random viewer comments that he or she made on each of such events, it was clear that no event was seen strictly on its own without being linked to other similar events or what was considered as "typical" larger explanations. Each event was seen as a representation of what else was happening or had happened. For the viewer, it seemed that there were four layers of meaning of each of these events – the layer of the event as seen in the news, a second layer of the event as a representation or documentation

of, a third layer of how this defined the national situation, and lastly, how this described the relationship between those national leaders in the news and the viewer – a relational definition. As the news comes to the viewer from the eavesdrop account of the news, there is the inner voice saying “see how they regard you”. This seemed to the research to be the underbelly cause of the emotions generated at the encounter.

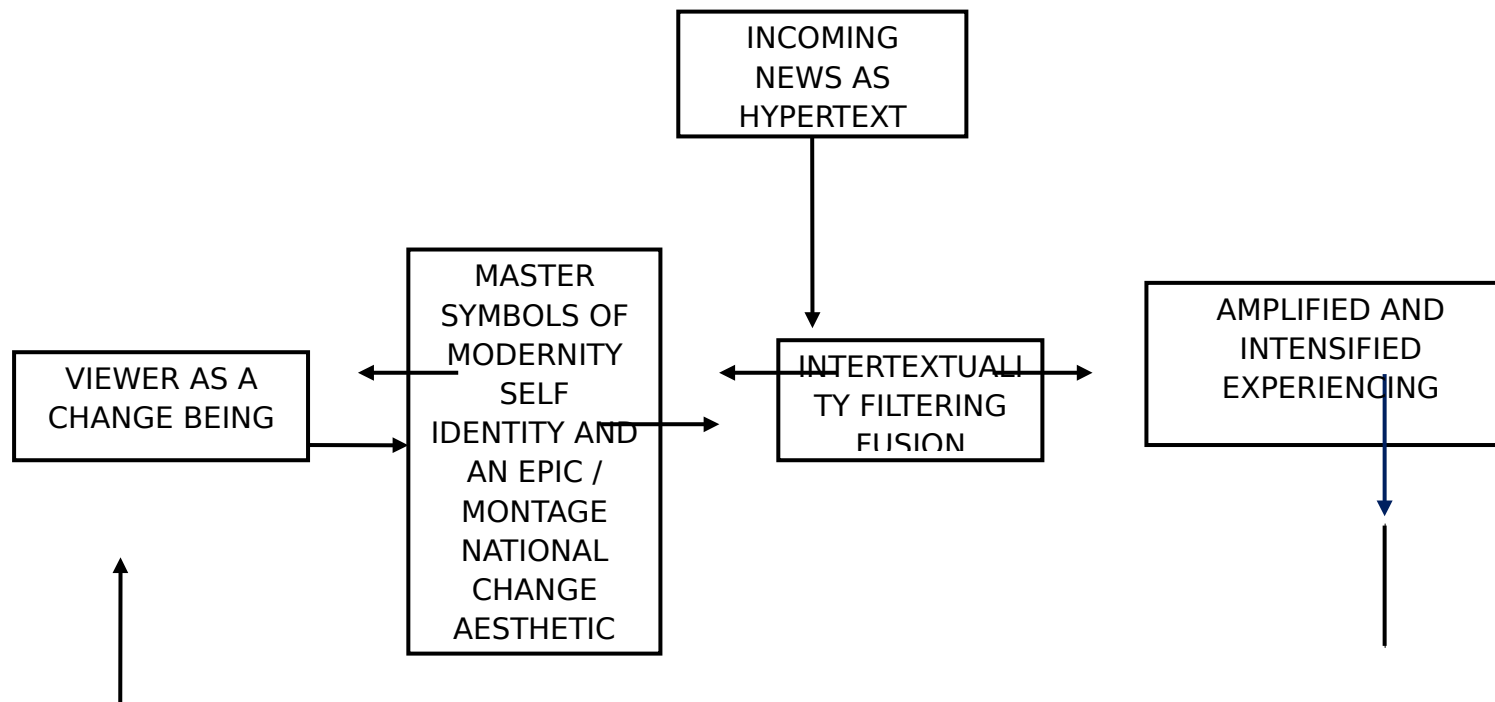
Lastly, the research maps out an encounter specific claim bringing together all the aspects of the research as follows -

- f) The viewer and the news encounter construct a typology of interrelated affinity sketches which structure the nature of the encounter.

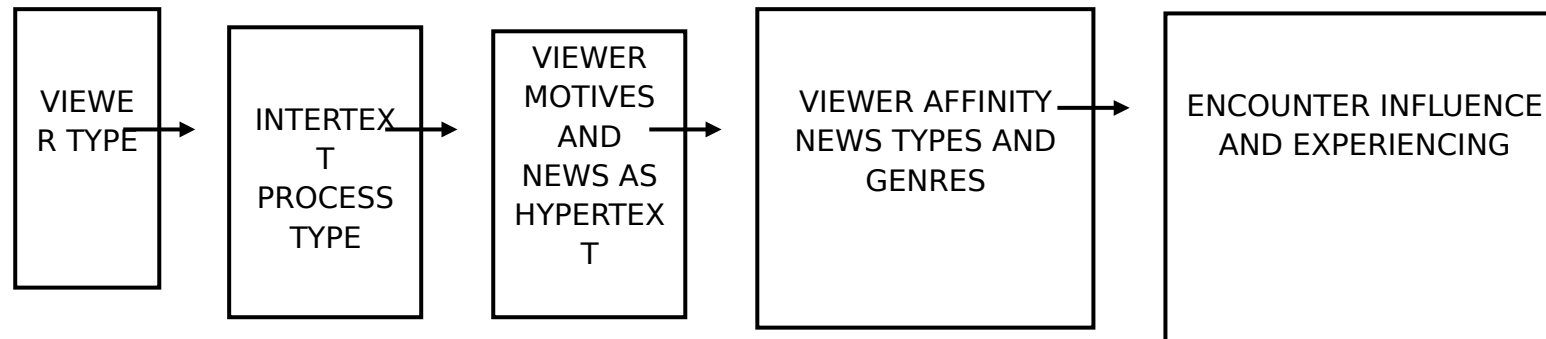
In this claim, the research rehearses the sketches it has constructed from findings and analysis which may be constructed as affinity encounter sketches. Therefore in total the research has constructed six draft claims which are now examined further in light of larger theory. Before this however, the research constructs five encounter models in line with the constructs which emerge following the examination of the encounter as follows –

4.4.5 Viewer – Television News – Encounter Models

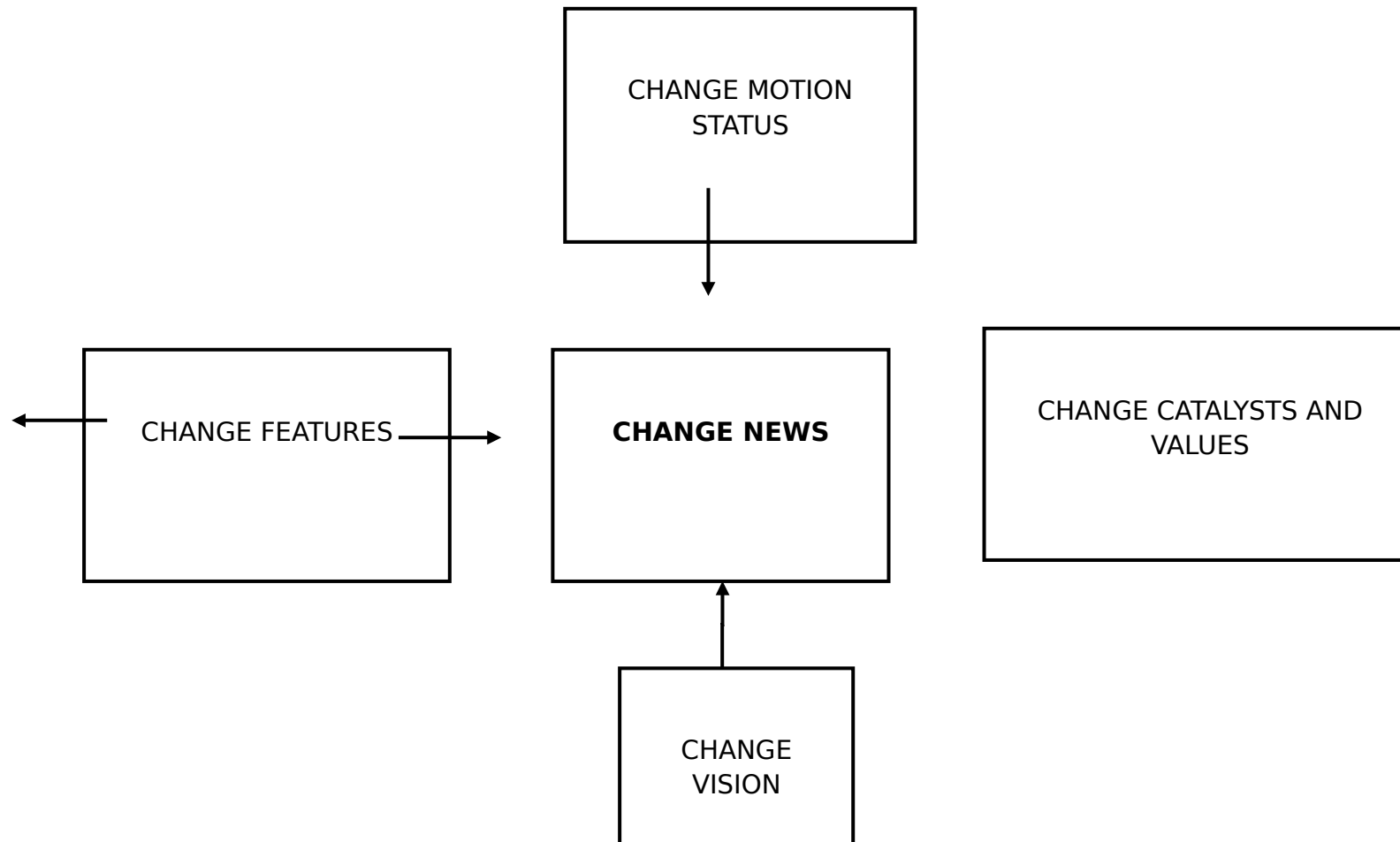
1. A VIEWER AND NEWS ENCOUNTER CHANGE MODEL.



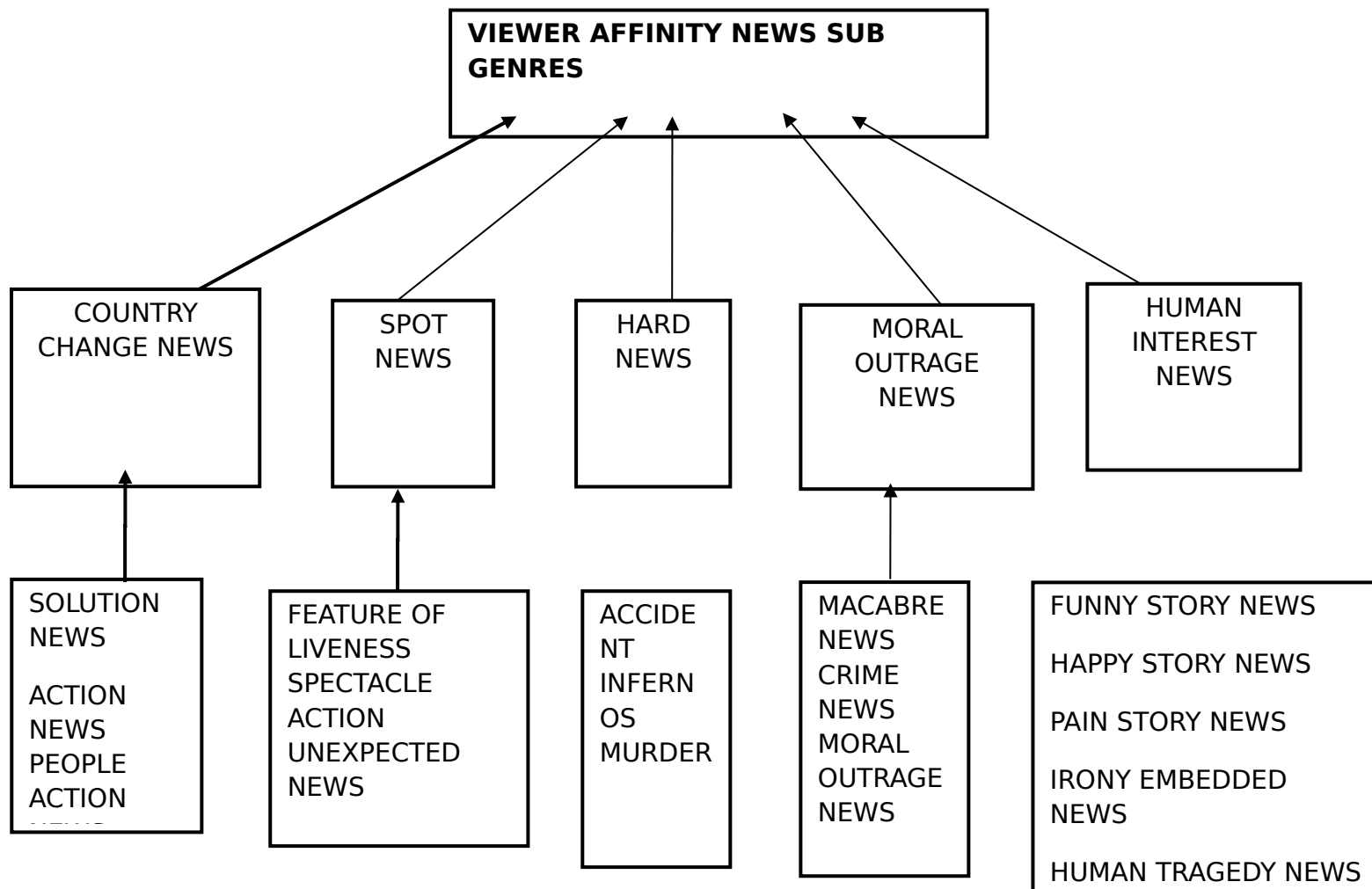
2. A VIEWER – NEWS ENCOUNTER TYPOLOGY OF SKETCHES MODEL



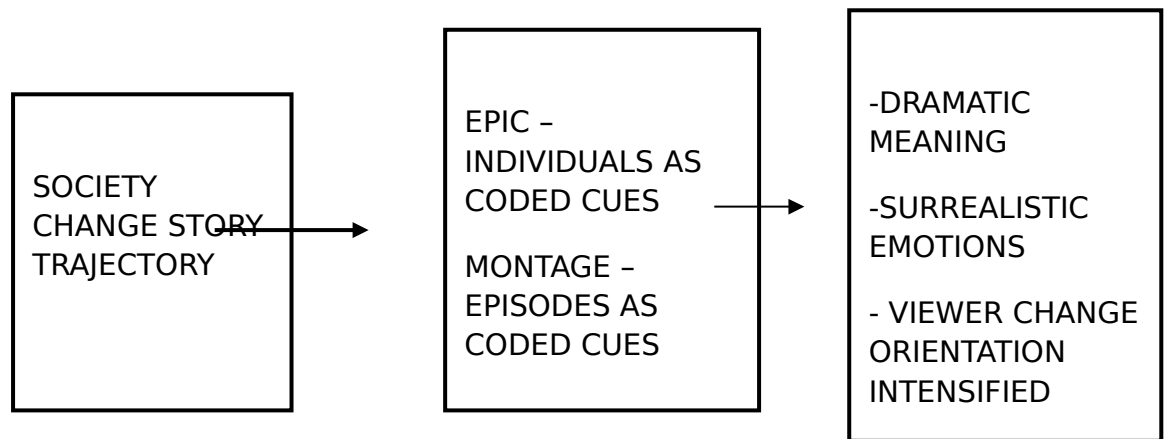
3. TELEVISION NEWS VIEWER AND CHANGE NEWS MODEL



4. VIEWER AFFINITY NEWS SUB – GENRES MODEL



5. AN EPIC / MONTAGE NEWS AESTHETIC MODEL



4.4.6 Interpretation

Literature in qualitative research argues that all processes of the research are taking place all the time across the duration of the study. Interpretation for example took place as categories and coding were emerging and also during the data analysis. This short section however is dedicated the interpretation of the claims and to see how they integrate. According to Marshall and Rossman (2011), this part of the research should compose of an integrative interpretation of what has been learned in the research. It should develop linkages and a story line of what happens in answer to the research questions. In addition, it should evaluate the data for its usefulness and centrality (Marshall C.& Rossman G. 2011, p 219).

The first claim argues that there is a deep going process which takes place as a television viewer is engaged in the activity of watching television news. The viewer is active and selects, interprets and experiences the incoming news quickly and thoroughly. A key process of communication that takes place at this encounter is one of intertext as is in the second claim. In coming news is selected, interpreted, and experienced mainly through a strong and preoccupying master symbol in viewer – that of national and society change. Two other underlying master symbols of self identity and the aesthetic master symbol of the epic/montage national change story are intimately linked to the earlier master symbol and the three form a meta symbol that dominates the encounter through an intertext process. Meanwhile, the national change version looked for by the viewer is the western modernity. It is an invisible ideology because as Gramsci argues, it is pervasive and is everywhere. No wonder the television viewer in the study does not question it or question its origin. The study therefore constructs a viewer who unquestioningly accepts this vision of change and is in this regard a passive viewer but who on the other hand deeply, quickly and confidently analyzes in coming news and is a very active viewer. The duality of passivity and activeness is a core construct of the viewer. How is this to be discussed? Perhaps to argue that, the viewer is in no way different from the rest of his or her countrymen and women who are all caught up in the risen wave of change consciousness, which is also moving in other parts of the world, that version of change being tailored along the western modernity kind. The argument of this research is as follows in regard to the first claim. The television news viewer is an important person in television news communication. If he or she switches off the television set or pays no attention to the news, no communication can take place. It is important for scholarship to build clarity on what really takes place as the viewer

encounters the in coming news. That primordial moment must have significance to an understanding of television news communication. This research suggests four lessons from the investigation of this site - that the viewer covets not only information about national and societal change as a priority preoccupation but that he or she covets understanding of the hidden part of this change, that this is the content he or she hopes for but does not get, that with multiplication of television channels, those who wish to win the hearts and minds of the television viewer will move to satisfy this craving by viewer, that to do so the television worker and media must themselves develop clarity and understanding of the hidden aspects of change, that the entrance of universities as broadcasters may offer an orientation in this direction, that the media and the television worker must also heighten their awareness to the fact that the viewer is also seeking information on the status, features, catalysts, vision and values of the change trajectory, that the television viewer engages intelligently with in coming news content, that he or she has great self esteem at the encounter and assumes an assessment position above both the news makers as well as the media, and lastly, that if seventy percent of Kenyans have only had a primary school education the television with its vividness and presence of communication can help broaden the horizons of the population on what needs to be done to launch forth in to the future; secondly, that the encounter between the viewer and the incoming news is emotionally disturbing to the viewer and seems to have the consequence of aggravating his or her sense of hurt and impatience with the national leadership, that the media is trusted to keep its eyes focused on the change story but it seems to keep looking back and this is another source of frustration by viewer, that, unlike the conventional argument that the viewer is not looking for positive- works- news, the viewer actually longs for such in regard to the change story, and lastly, that the viewer is defined by this desire for change and

this identity dominates his or her interaction with what is happening in the country; meanwhile, the third lesson is that, it seems common to the research viewer that he or she will construct three priority components of meaning drawn from incoming news – what has happened, why it has happened, and how it represents what has been happening, that these are constructed at the speed of intuition, and lastly, it seems to be the case that even if news comes to the viewer in great brevity, the viewer concludes a comprehensive picture for himself or herself; and finally, the last lesson built upon the first claim is that this is a viewer who is seeking a change in his or her own self identity and who expects that permutations at the national change frontier will result into changes of personal and family fortunes.

These were lessons learned and their significance. The claim integrates understanding of aspects of each of the three research questions – on viewer type, television news genre, and on the encounter process and offers a coherent story line. Surprising to the research was this viewer preoccupation with the concept of change and how it is such a key factor as the viewer interacts with in coming news. At the beginning of the research, it was expected that a number of factors could be present during the moment of viewing and it was suggested that perhaps, income preoccupation may stand out. This did not happen. Another unexpected finding was this self esteem in viewer as well as the inference of need for a change in self identity. There is also the viewer's expectation of information both on the hidden future of the modernity trajectory as well as on key details of current change status. Its elaboration of features, catalysts, degree of movement, vision, and values offer sure observatories where news can draw out content longed for by viewer.

Meanwhile, the second claim is about the encounter process. An intertext process seems to work through a sentinel surveillance orientation almost as if the master symbols aggressively jump at incoming news and impose their will on them, in a way similar to the method identified in the modernity process modeling in the concept of proliferation of centres of invasion, conquest, control and diffusion. One may elaborate the fusion process as an aspect of intertext in that manner. The claim also argues that the intertext takes place through a process of filtering, the master symbols being the filters through which what has happened is apprehended and cast away except that which relates to the change master symbol which then is taken through the fusion process. The research interprets this to mean that the master symbols become fusion points for amplification and intensification of reported reality. They also provide the very fiery ingredients that fuse combatively with the meaning of incoming news.

What can be said to be lessons learned from this claim? Three are prioritized – that the encounter between the television viewer and the incoming news is a power relations site, that in this regard the viewer dominates the site, that neither is it possible then to propose media influence upon such a viewer, that neither does the configuration of audience reception studies seem to capture the actual character of this site for the word reception primarily underlines a passivity on the receiver while the giver is elevated to greater activity and presence, that instead constructing the site as an encounter seems to be more in line with the findings of the current research, and that therefore examining the encounter site from that perspective seems to offer a new way of understanding this site's kind of communication, that indeed, while others have constructed the notion of a resistant viewer, again the findings of this research

see conquest rather than resistance, and lastly, it is this claim that details the end result of the encounter as an organic gestalt in which all the properties of question one, two and three clash and fuse and become one - in this, properties of the viewer, of the news aesthetic, of viewer preoccupations produce in viewer the final meaning of incoming news in viewer ; secondly that ideology stands out strongly in this study, especially the ideologies of modernity and self identity, that indeed Gramsci seems to be quite observant when he notes that an ideology becomes invisible when it is everywhere, that in the case of the change currently sought by the viewer the western version of modernity is not questioned by viewer, that in Kenya and elsewhere it is downplayed as an ideology, as a carefully constructed thought system that overarches practice, institutions, structures, and values in society, that the down players also keep hidden a big aspect of the modernity enterprise, but from the findings of this study that ideology plays a great role in individual surveillance, engagement and action (in regard to in coming news), that the other ideology of self identity tied to viewer self fortunes and viewer ethnicity are also at the forefront at the sites of surveillance, engagement, and action.

lastly in interpreting this claim the research has raised a contradiction in that the viewer who yearns for this western modernity vision of change is at the same time continuously worried and upset by the human heart in those who lead, that the western version of change has been constructed by people particularly businessmen and industrialists whose hearts and behavior have been typified of business, but finally to state that the viewer looks for a new morality in public place and in society and seems to be frustrated that the ideals that seem to be easily achievable keep eluding the society; and the third lesson of this claim that the research prioritizes, is

that the encounter site is one with great potential, that while the viewer imposes his or her meaning on incoming news from the resources of the master symbols lodged in him or her, he or she simultaneously seeks to be given new information and to be empowered – in other words to be further increased – that the viewer longs for a site of genuine contagion or transformatory education.

As argued in the first claim, it is important to understand what goes on in viewer at this moment of encounter with incoming news both by media and scholarship and this is the focus of the second claim. The encounter and the processes that take place are significant. In this research, there are factors which influence the encounter process while filtering and fusion are constructed as the key processes after the selection process has taken place. While this claim speaks to the third research question more specifically, it is however also a source of understanding of the first and second research question of viewer type and the portrait of the television news genre. The aspect of fusion is new as well as the dominating nature of the master symbols in viewer at the encounter. Meanwhile the construction of the encounter as a combative communication space is new and surprising. Also new is the concept of a high self esteem viewer and the suggestion of a supervisory role which he or she seems to appropriate at the encounter, over national leaders and events. On the other hand, the concept of master symbols seems to be fruitful in understanding the interaction between the viewer and the incoming news. It is interesting that the essential character of the master symbols in the current research seem to be ideological. The only other key characteristic noted in them is that they are full of hormones of emotions and cliff hanger type of the dramatic and may be described as highly effective potent resources in viewer, in the final construction of meaning.

On the other hand, while in the research, the master symbols appear to have received an input from television news in their construction, this needs greater clarification in further research. It also could be that apart from the processes of filtering and fusion at the encounter, there could be other significant processes which define the intertext which take place. This too may require clarification in further research. Finally, the research conceptualized a surrealistic construction of final meaning of what the viewer has seen and the notion of the gestalt phenomenon seems to bear this out and to specify the character of the final meaning.

While the first claim focuses on factors which seem to influence the processes of encounter and the second claim pays attention to the processes themselves, the third claim seeks to clarify these factors much more specifically. They are active preoccupations around change in viewer which seem to translate easily into ideologies of modernity, and self identity. The research discusses another contradiction or duality in viewer in that while modernity is much associated with the nation state, the viewer seems to have a strong ethnic community consciousness as part of self definition and world view. This would be in tension with his or her new frontier status as a change-being. This is a significant interpretation adding to a complex portrait of viewer. Meanwhile, the following four lessons can be associated with this claim – first, that the television viewer's strong desire for national change is an inner cry for radical change in his or her own status and more importantly, a change in self identity, that indeed part of the illumination of modernity is to show the viewer his or her inadequacy and the inadequacy surrounding his or her life while the other half of illumination spots part of the mirror where his or her self-image of tomorrow should be but which is currently empty, that in a way there is a shadow of the haunted in

viewer regarding this sense of inadequacy and that as conceptualized, this could very well be one of the explanations why the viewer seems to be under some invisible pressure as he or she seeks for change at the encounter. Secondly, it is the argument of this research that the individual is king in waters controlled by a greater king called society, and that while the individual moves enclosed in the privacy of his or her encasement, he or she has been raised and has fed on the story lines of thought and urgency of feelings, from the waters of society. The ideologies in society have an upper hand in the individual. Indeed one way of explaining the viewer attachment to his or her own community is that most of the story lines the viewer has been exposed to are from that community. A suggestion is made that the television set and the television news is a good site to multiply attractive and futuristic story lines that are national or eastern African for example, if these are thought to be the fruitful directions to go. Lastly, a third lesson is simply that of the human condition that asks the question, what is mankind like? Can one have another version of the human that is higher value driven and would this be good for society, for forward change? It seems one of the constant barometers in the viewer is an assessment of the human condition – a definition of “they”. For the research, this continual enquiry by viewer of the human condition in the television news accounts was surprising and new and was part of what produced specific emotions in viewer.

Meanwhile, the third claim constructs a hyper genre of the epic/montage national change story that emerges at the encounter between the news viewer and the incoming news. The claim argues that this hyper genre re-assembles the brief, scanty, and unconnected news reports and fashions them into a powerful communication between the news and the viewer. It is a claim that argues differently from the dominant

understanding that the short reports of news cannot allow comprehension and understanding of what is going on. For the research, this is another new perspective. For the viewer, the brief news account is not on its own but is part of a present and past dramatic story of a nation and a society change in which the viewer is also a player. The event account is not only factual, is not only a sign of a water-head undercurrent of a change force, but also draws in the viewer into a continuous dramatic story in which he or she has become attached to one side. Reality reported is given human faces to represent and to hate, like or be angry with in viewer. The research argues that this aesthetic of the television news with its four strands of a crescent of the water-head undercurrent, the human epic faces that epitomize forces of change and static in the conflict, the plot like drama of twists and turns of the conflict, and the viewer involvement have three consequences – they intensify viewer experience, the emotions generated harden and firm the convictions that are contained in the master symbols, and the blend of the emotions and thoughts creates the desire to seek more information on what is to happen next. The research considers this to be a new perspective and urges that more work be carried out on it in further research. Above all, the research considers this epic/montage genre in television news to be the dominant aesthetic in the news. This is new.

Again focusing on the nature of the news itself as it appears at the encounter from the perspective of the viewer, the fourth claim states that change and definitions are viable news values. The implication is that these two should also be part of the canon guidelines and sensors for news workers and should have a place in the scholarship of television news. While this is an answer to the second research question it also responds to the first and the third questions of viewer type and the encounter process.

What are the lessons gained in this claim? First, that the viewer is interested in the society and national change story and that this should be a key, continuous frontier for television news workers, that perhaps not just for news, but also for the other information formats be they features, discussion shows, or documentaries. Secondly, that its different aspects including those elaborated in the current research be deliberately covered by the news workers. Thirdly, that it would be honest to let the population know the specific kind of ideology that the country has opted for and to have this in discussions by the media. The research considers that all this is new. In addition it was unexpected even by the research but emerged from the data analysis and interpretation. On the other hand the fourth lesson is on the concept of definitions as a viable news value or criteria. The research has outlined three aspects of this concept consisting of definition of the national situation, a self identity delimitation, and a definition of the power relations at the encounter. This is useful for the news workers and also a useful perspective in research and scholarship. It infers an understanding that the news is communicating to a reflective viewer who will seek to understand beyond a news event. This too is new.

On the other hand there is the fifth claim which is phrased as follows – “news viewing produces strong and disturbing emotions in the television viewer”. In the research, viewers mostly settled to watch news in the evening at the time when they hoped to rest and relax from the day’s work, to watch together with the family but also to simultaneously gratify their quest and thirst to know what is going on particularly in regard to national change and by implication, their own change. From this perspective, the television news then is a great disruption of the evening in terms of an evening of relaxation and a joint family watch. The strong and negative emotions

generated at the encounter document a disturbing experience by viewer. This is new and so is the detailing into different emotions of this experiencing. This claim responds to the third research question on the nature of the encounter process but also helps to construct the viewer type which is the focus of the first question as well as the news genre in the second question. Are there specific lessons learned from this claim? A key lesson is that television news touches the viewer at the inner chamber of feelings where he or she comes alive and is animated. The character of combativeness which seems to be triggered in viewer adds to this state of coming alive. Another lesson from the claim is that the negative emotions that the viewer herself or himself identifies and articulates are themselves a cry and a longing for positive news at the frontier of change. Conventional understanding about news is that viewers are not looking for positive stories but such stories gave great happiness to the viewers in the current research. This is important for media workers. The research also identifies the sub genres of this happiness giving news accounts and this too is new in scholarship. Lastly, most research on television news which has touched on viewer emotions has been on the moral panic category alone in which fear is created in viewers of insecurity and devaluation of morals in society. The current research focuses on a more comprehensive examination of emotions generated by in coming news and this too is new.

Lastly, the sixth claim in a way summarizes the findings from the three research questions and constructs what it describes as a viewer affinity typology of interrelated sketches. It is also from these that the research develops five models which simplify some of the core findings of the research. This research argues that looking at the moment of the encounter between the viewer and the incoming news – in a way the

promodial communication moment – produces new resources to examine television news communication. Another argument by this claim is that at the end, the research is able to have an insight of an interconnectedness, an organic gestalt produced by the whole encounter beyond and rather than an aggregate of different findings. That is why there is a coherent story line from the construction of a viewer who is latent before the news, the encounter itself, and finally the result of the encounter. In this regard also the viewer television news encounter model is new and is useful.

As the chapter concludes, the above claims are prioritized and simplified as direct answers to the three research questions. The first question asks – what kinds of viewers are present at the encounter between the television news viewer and the incoming news? The research finding is that the television viewer is a disturbed, reflective, and dominant person at the moment or encounter with in coming news. Meanwhile the second question focuses on the kind of television news formats to which the viewer seems to have an affinity towards and is framed as follows - what television news genres or sub-genres construct at the viewer and news encounter? The construction by the research was as follows – That an epic news genre dominates the encounter between the television viewer and in coming news. Finally, the third research question aimed to examine the nature of the process of the encounter and the findings were as follows – That the key process at the encounter is one of relating reported reality to viewer convictions.

4.5 RESEARCH CLAIMS AND THEORY

The study started with the following three research questions – What kinds of viewers are at the encounter between the television news viewer and the incoming news? What could be specific television news forms which attract the viewer? What is the nature of the encounter process between the viewer and the incoming news?

Each of these research questions was investigated and the patterns emerging from each constructed. The patterns were then considered together and resulted in further construction of claims thought to be important by the research. The six claims were not the only ones possible from the rich research findings. They were however a construction of apparent key drivers of the encounter process and its features and gave an opportunity of further construction in that they seemed to be themselves linked together. They also allowed the possibility of constructing a viewer - television news encounter model.

The six claims were constructed as follows – A three dimension meta symbol of modernity, self-identity, and change epic/montage national story, influences the selection, interpretation, and experiencing of incoming news in viewer; television news viewing is dominated by a process of intertextuality between incoming news and the dimensions of the meta symbol in viewer - the latter being the filters through which what has happened is apprehended and are fusion points for amplification and intensification of reported reality; the epic /montage hyper genre that constructs at the encounter between the television viewer and the incoming news re-assembles the brief, scanty, and unconnected news reports into a powerful communication between the viewer and the news ; change and definitions are viable news values; news

viewing produces strong and disturbing emotions in the television viewer; and viewer and the news encounter construct an affinity typology of sketches that are interrelated which structure the nature of the encounter.

In the following discussion, each of the claims is first considered against the background of communication and media theory and is examined to see if it belongs to any homestead of theory and what happens as its presence is situated in the particular family.

4.5.1 Change news

The first claim argues that change news has a controlling presence at the encounter between the television viewer and the incoming news. It is sought for by the viewer and this desire overarches the selection, interpretation and experiencing of the incoming news in the viewer. The claim is framed as follows – A three dimension meta symbol of modernity, self-identity, and a change epic/montage national story, influences the selection, interpretation and experiencing of incoming television news.

It is a construction from the findings of all the three research questions. In consideration of theory, the claim is discussed in the context of modernity and post modernity as well as those of the media effects cluster and the functionalist theory of media. The effects cluster is narrowed down to what the research claim brings out in regard to activeness or passivity displayed in the research viewer while the functionalist theory cluster focuses on the apparent use and gratifications that the research viewer seeks from the news along this research claim. It is also part of the

surveillance theory in the functionalist cluster. Finally, the metaphor of filter is borrowed from the gate keeping theory of media production and diffusion process.

The first part of the claim is about modernity, specifying the kind of change sought for by the viewer. Modernity is a view of change that can be traced to the influence of the former colonial past in Africa and elsewhere, on the paths taken by the countries after disengaging with their colonisers. The countries, their leaders and their people have desired to modernize, to be as those countries in the west in development and in services. This is in regard to the Kenyan and the African context. Certainly, the concept of modernity and its worldview has existed for over two hundred years, being part of the changes brought by science, technology and industrialization and advances of thought in all facets of life. The western countries whose economies have been stronger than others had also adopted this approach and worldview and all their ways became part of the modernity package including their political systems, their education systems, their products, their lifestyles and also the vision of how their countries should advance into the future. Therefore having adopted this approach at independence, the different generations of Kenyans since then have desired national changes and advances along this approach. Sometimes, there are moments of a “rising tide of excitement” and expectations such as towards and after the 2010 new constitution, a high expectation which continues up to today. In such moments and periods there is an intensification of the desire for such change and an expectation of a more radical break with the past. Meanwhile, the research considers it useful to reflect on this concept of modernity along the thinking of Schon (1971) who in his book titled – *Beyond the Stable State* – argued how the conquest of ideas is the greatest conquest. In his conceptualization, the converted becomes a “proliferate” and “a

centre of diffusion” of the ideas of the originator (Schon D. 1971, p 85). The research considers this to be a useful conceptualization when interpreting the desire for change in the researched viewer. The thirst for change in the viewer in the current research is almost biological. Is it wrong for the viewer to seek this change even if the models of it are from the former colonial masters, to seek the technology, the modern services, to afford a higher cost of living, to seek for better governance, a higher degree of leadership? This is a different question and is not asked in the current research. The modernity approach is now global and is the dominant ideology. What the current research has dealt with more specifically is how the television news from the media, seems to stoke the fire of the thirst for change in the viewer, intellectually and emotionally as each evening of the week, the viewer is brought to the frontier of national change or static. The exploration of what all this means in terms of power relationships is then captured in the next concept of the claim – the self-identity component.

From Schon’s prototype model, the viewer is a result of a conquest. He or she is enthusiastic for a present and a future “approximating that of Rome”. Critical theorists such as Gramsci (1971) unveil one layer of this self-identity through the concept of ideological hegemony. Gramsci who theorized the concept regarded it as a work of true genius by the perpetrators. He wrote, “creating a new culture does not mean ones own individual original discoveries. It also and most particularly means the diffusion in a critical form of truths already discovered, their socialization as it were, and even making them the basis of vital action, an element of coordination and intellectual and moral order.” (Gramsci A.1971, p 49).First, the power relations and the identities that construct in such a transaction are clear. They are unequal and perpetuate a master-

follower relationship as well as a vulnerability status for one, of the follower. Indeed the very concept of hegemony accuses of an exploitative relationship. On the other hand, one may argue that it is the national elite leadership which has chosen for the people that modernity is the way. They have socialized these ideas among the people until they have become “the basis for vital action, an element of coordination and an intellectual and moral order.” Gramsci concludes his statement by arguing that, “for a mass of people to be led to think coherently and in the same coherent fashion about the real present world is a philosophical event far more important and original than the discovery by some philosophical genius of a truth which remains the property of a small group of intellectuals” (Gramsci A.1971, p 49). How has this socialization been carried out? Has television news had a hand in it? In one of the questions in the indepth interview, the research partners were asked if the mind pictures they have of national personalities, institutions and issues were from their watching of television news or it was from this together with their own thinking. Their response was that it was from both and some added that it was also from discussions with their colleagues. Television news concretized the frontier of change with flesh and blood pictures. It was part of the diffusion process of modernity. Quinn & Filak (2005) point out how “social reformers have used pictures to put a face to issues” (Quinn S.& Filak V. 2005, p 102). Television news pictures are a continuous portrayal and have the potential of great influence. Another indepth question in the research asked the research partners what picture they had of Kenya and were then asked if they thought the picture that they had had been made up through their watching of television news. They said that this was the case.

Meanwhile, using Gramsci's conception, there is international hegemony and there is a national hegemony by the national elite in light of this modernity enterprise. But in the research, the viewer displays a duality. He or she has appropriated this concept of change as his or her own. He or she has also moved apparently ahead of the national elite in the demand and thirst for this change. The viewer is a high esteem personality in regard to this national and societal change discourse, in the day to day life at the encounter. He or she knows what is expected in regard to this change, he or she has solutions and strategies, he or she finds the leadership slow or resistant or immutable. This self-esteem is an aspect of his or her self-identity at the encounter. It is further collaborated by the viewer behaviour after agreeing with the change message in which the viewer constructs further meaning beyond the message in the news in a self-assured sense of finality. In addition, from the research findings, one of the sub types of a happiness news genre is the news when what happens or what is done coincides with what the viewer would have given as solution. The viewer has his or her own blueprint solutions or strategies.

It is the argument of this claim that this self-identity influences the selection, interpretation, and experiencing of the incoming news by the viewer at the encounter. Perhaps one may then construct a three dimension identity of the self-assured high esteem viewer, an international proliferate and diffusionist of modernity, and a viewer without the hidden portion of the modernity blueprint.

In other words, the concept of modernity and the self-identity concept in the claim are co-joined and synergetic as they produce their hormones of influence at the encounter. Meanwhile, in the research, it was apparent that the viewer defined the national

situation also from his or her own community perspective as well as his or her national perspective to determine whether change was taking place fast enough or to explain reasons for the slow uptake of change. The “us” and “they” demarcation along community or ethnic identities was apparent. It seemed to explain the degree of impatience or tolerance in regard to the speed for change. In the research, the partners were asked if they thought the results of the last general elections still influenced the way they assessed events at the national level as reported in the news and it was apparent that it did. As argued in the literature review, the voting in Kenya has been very much along ethnic lines.

Finally, a last aspect of self-identity displayed in the research was that involving the Kiambu viewer’s account of the family viewing. His wife had a mind of her own and would decide what politician to pay attention to in the news and which one not to. But the viewer also stated that in many occasions, the wife could only pay attention to the news off and on in order to attend to the evening chores and it would be left to him to fill her in with what had happened according to the news reports. This gender aspect was not mentioned by research partners in this manner but it was also the case that both from the daily logs and from responses on the question in the indepth interview which investigated how one’s evening was like, viewing disruptions could be expected for ladies for all had serious evening work activities compared to their men counterparts. The only other gender difference noted was that for some ladies, it seemed like it was easier for them to be more neutral as they watched the incoming news and to assume the position of an observer than their men counterparts. Again as in the earlier case, not all the ladies but some would have this neutral position. One would even find it “funny the way the politicians would go for each other’s throats.”

These aspects of self-identity would be active at the scene of the encounter but it seemed that the most active aspects were those of a modernity proliferate, a high self-esteem person, and an ethnic focus self-identity. It is these which combine with the component of modernity and the last component of the change epic/montage national story to form the three dimension meta symbol that has a great influence on the selection, interpretation and experiencing of the incoming television news by the viewer.

What about the change epic/montage national story component of the claim? The argument of the research is that a key aesthetic of the television news is that each of the brief and apparently unconnected news items is however quickly seized upon by the viewer as part of a cue or sign of what is happening at the on-going national change story. The viewer has previously followed the story of change and has taken sides in it. In addition, it is a story in which his or her core interests are involved, in that there is a surrealistic thinking that the advances which are made in national change have a bearing on change at the personal level. This is an aesthetic also of the realism and naturalism story, affective in that it is from the real life world. As the evening approached, the viewer was eager to be updated on the twists and turns of the story. Indeed, television is a medium dominated by the art aesthetic of both realism and naturalism while the soap operas, their heroes and conflicts are of the romantic art. In the construction of this research, the epic has these real life legend heroes and yet they are involved in a story of real citizens involved in a naturalistic account. It is naturalistic in that, it picks on the high naturalism drama “where battles of heart, body and mind have been fought” and are currently being fought in regard to the phenomenon of change.

The research claim then is that these three dimensions of the meta symbol - the modernity, self-identity, and the change epic/montage national story master symbols influence the selection, interpretation and experiencing of incoming news by the viewer. In the research analysis, it was clear that the viewer could be described as passive in regard to his or her total acceptance and internalization of the modernity version of change. On the other hand, this is an extremely active viewer at the encounter as he or she moves in, as he or she selects, as he or she interprets, and as he or she experiences the incoming news. How then is the viewer to be named in the discourse about passive and active audiences and therefore in the theory umbrella of media effects? In this sense, he or she is a duality. He or she is first and foremost, a surrender viewer and on the other hand he or she is a highly collaborative reflective viewer. He or she is a complex duality.

In regard to the larger theory, three of these are brought in at this point. The first is on the concept of modernity and the post-modernist elaboration referred to in MacQuail D. (2005) with the argument that modernity has advanced to post modernity premised on the philosophy that “ No culture, lifestyle, mannerism, worldview, body of ideas is superior to the other. The concept of a higher culture, of enlightenment, does not arise” (McQuail D. 2005, p59). Is this really the case? The research partners desire and visualization of change is specific to the western version of modernity. From its encounter with the people of the former colonies such as Kenya, modernity has always been a very radical, relentless, winner takes it all concept and procedure. The spirit of the machine referred to in the literature review powers its move and both the present and the past will not be allowed to stand on its way. There cannot be

relativism in this. The only saving grace perhaps in all this is that, this onslaught of modernity is not limited to these former colonies but even the people of the West demand to have the newest coming from the leading frontiers of modernity. In this matter therefore, modernity is still very much alive and has a thorough going influence on the television news viewer in the current research that determines his or her behaviour at the encounter with in coming news.

On the other hand, as the Italian thinker Antonio Gramsci argued, change or static can very well be part of an ideology dominating a people without them being aware. He developed the notion that “ideological domination is invisible because it is all pervasive” (Berger A. 2000, p 74). A paraphrase of this in regard to modernity would be to state that modernity is invisible to the people because it is everywhere. Are the post modernists aware of such invisibility? Those who are aware and who continue in their commitment would then appear to be cunning and diabolical. For the purpose of this study however, what is important is to agree with these observations of invisibility, pervasiveness, and the spirit of the machine and to argue that this modernity has overtaken the news viewer as well as the news hypertext and that modernity shares an important seat at the moment of encounter between viewer and in coming news.

As constructed in the claim, the other dimensions of the meta symbol are the self-identity and the montage/epic master symbols. In the claim, the self-identity master symbol is itself still embedded on the notion of change and of modernity. It plays out in three dimensions – that of the self-identity of the “us” and “they” with the main focus being how to understand the speed of slowness or static of the change and who

is to be associated with such status of the change phenomenon. On the other hand, the viewer himself or herself is a change-being and this is a crucial dimension of his or her self-identity at the encounter. The third dimension of this self-identity is the self and his or her fortunes which the viewer surrealistically senses is dependent on the uptake of change at the national level and the unspoken desire to change his or her current identity is therefore also tied to the societal and national change phenomenon. Meanwhile, as regards the montage/epic master symbol, again it is the story of this histories change and its powerful story in which the viewer has been drawn into. In all the three the concept of modernity therefore dominates while the other two are its fusion sites in the viewer. The word fusion is suggested to capture the combusive feature of the sites.

4.5.2 Process of intertext

However, it is the second claim which deals specifically with the process at the encounter arguing that – television news viewing is dominated by a process of intertextuality between incoming news and the dimensions of the meta symbol in the viewer. The latter are both the filters and the combusive sites through which what has happened is apprehended. There is therefore first the process of intertext between the dominating master symbol of modernity in viewer and the incoming news. This intertext is combusive at the two sites of the self-identity master symbol and the montage/epic national story master symbol. At these combusive sites, the intertext is not a remote and objective process as of an equal exchange between two persons. Instead, it is a combative process of “conquest, control, and diffusion” as in Schon’s theory of proliferation of centres (Schons D. 1971, p. 87). In this theory, the conquered becomes a proliferate and an active diffusionist for the modernity way.

Before the proliferate is made, is it not then that there is an aggressive fusion process in which the old is changed altogether? Does not then the proliferate move ahead with similar method at the encounter? The viewer it would seem operates in this manner. It is also in line with the phenomenological thinking which focuses on the study of that “which appears in human consciousness.” Bryman (2012) writes of the phenomenological research method as follows – “.... it serves to momentarily erase the world of speculation by returning the subject to his or her primordial experience of the matter, whether the object of experience is a feeling, an idea, a perception” (Bryman A. 2012, p. 72). The word primordial fits in with the character of the master symbols described above. The word gives the sense of the untamed flash forces in the human, irrational, self-preserving and egoistic, most deadly at the encounter. But perhaps too modernity is established in a reverse manner in which incoming news of change is allowed to filter in by the master symbols which then amplify the meaning in the incoming news. If the ideology of the invisible modernity is pervasive, then it is also in the television news. Over time the pure (referring to meaning without other accompaniments) creates an amplified reality that is contained in these master symbols making them hyper sensitive master symbols. On the other hand they themselves have become sites of amplification of reality.

Meanwhile the current television news study has constructed the moment that the television viewer receives each news item as an encounter site. One of the key things expected to take place in an encounter is interaction. Perhaps every evening there is this interaction. The sociology thinker Anthony Giddens reflects on interactions as follows, “The fact that from birth to death, we are involved in interactions with others, certainly conditions our personalities, the values we hold, and the behaviour we

engage in. Yet socialization is also at the origin of our very individuality and freedom. In the course of socialization each of us develops a sense of identity and the capacity for independent thought and action.” (Giddens A, Duneier M. & Appelbaum R. 2006, p.73). Do the viewers in the current research think the television news has had an influence in regard to how they look at the country and what is going on? Are these fleeting encounters of interaction of any consequence particularly in regard to this change phenomenon? What is Giddens really saying? That social interactions impact on the individual particularly in regard to his or her personality, values and behaviour. On the other hand he argues that the same interactions mould the individual to have capacity to think independently and to hold independent views even in regard to his or her own personality, societal values and behaviour. This dual view is useful for the research in that it enables the reflection that the television news itself also has an influence on the viewer at the continuous fleeting encounters. This too supports the point above that the news is responsible for causing the creation of a hyper sensitive meta symbol in the viewer in regard to his orientation towards change. Using Giddens’ priority areas of influence, one would reflect that the viewer’s personality as a change being is amplified, his or her sensitivity to change values or to values at the change frontier is increased, and his or her behaviour towards key players at the national leadership is increased in its ferment. This would explain the strong emotions exhibited at the encounter and perhaps also the phenomenon noted in the literature review that in the last two general elections, the people have voted out two thirds of the sitting members of parliament. The current research concludes this argument in the following manner - Society has a greater hand in forming what lies inside the individual than the individual himself or herself. The master symbols in the viewer are from out there and as the viewer responses showed, the television news was a key

contributor. After they have formed, they guide the individual along the societal path or paths suggested by key groups.

4.5.3 The montage/epic genre

The third research claim is still connected to the change phenomenon. It states that the montage/epic hyper genre that constructs at the encounter between the television viewer and the incoming news re-assembles the brief, scanty, and unconnected news reports into a powerful communication between the two. It is separated from the other five claims in that it focuses on what appears to be the key aesthetic of television news as a genre while also suggesting another strong stream of influence at the encounter. First, the research has argued that the story of national change goes back for some years and is on-going. It is a strong captivating story in its own right. It is more compelling to the television viewer because he himself or herself has played a role in it. The television news was the one the viewer relied on to know what was happening. He or she relies on it even now to access information and updates on the change movement. The viewer's life is tied to this change advance and therefore the news is important in an intimate manner. The encounter is an intimate place for the viewer. It is also an arena for the imagination. A characteristic of the epic story is that by staying with the key characters in the twists and turns of the story and in the life and death contests of the conflicts, the audience member is drawn into an intimate relationship with the hero and to a dislike for the antagonist. The television news in this dramatic story of the national change movement involves the viewer even much more. The hero has come to represent the hoped for hope in the change imaginings. The Napoleon thoughts mentioned in the literature review from his diary are exquisite in their conceptualization. He wrote "what a thing is imagination. Here are men who

don't know me, who have never seen me, but who only knew of me, and they are moved by my presence, they would do anything for me! And this same incident arises in all centuries and in all countries! Such is fanaticism! Yes, imagination rules the world. The defect of our modern institutions is that they do not speak to the imagination. By that alone can man be governed; without it he is but a brute" (Fiero G. 1998, p. 28).

This is quoted in full for a number of reasons. For the people he is writing about, Napoleon epitomized what their country had become and how this had fired their imagination into a radically new future. Their very identity as Frenchmen was changing through conquests epitomized by Napoleon. They were drawn to him. It seems even for him, the reports about him and the imaginations had created a bigger presence of him larger than who he was.

Lastly, they were fanatical in their following. Is this what the epic has produced – these napoleonic epitomes? The amplification discussed above - does it lead to a touch of the fanatic? It also seems to be the case that, it is when the faculty of imagination is fired in the minds of the people that change may take place. A feature of the change- being noted in the viewer in the research then would be this state of fired imagination and the state of the semi-fanatic. The epic story format meanwhile clashes with the output from the montage of the fleeting, unconnected, dramatic but symbolic real life incidences that the viewer quickly decodes as part of the invisible river of national change. As argued in the literature review, the montage is a surgical and a relentless drive to an imagined future. The research argues that the harnessing of these two opposite story telling approaches into one produces a highly compelling

hybrid genre in the television news. It is a feature of the encounter and one of the factors of combustion at the coveted place.

4.5.4 Change and definitions as news values

On the other hand the fourth claim of the research is that change and definitions are viable news values. The news profession is guided by news values or critical criteria factors which news workers use to weigh the significance of events or the degree of worthwhileness in order to determine what events to prioritize in the day as well as the angles or perspectives to adopt in putting together a prioritized news item. From this research, anything that touched on the change frontier seemed to be valued by the viewer. Indeed it is as if these were the only news prioritized by the viewer while anything else selected for attention would be drawn into the national and society change status. The national change frontier is a good guide and provides a good criteria package for news in the context of the research partners. In it would be aspects of change or static in the advance of the national change trajectory be it on the degree or status of such a change, its features, its catalysts, changes in vision or new revelations of vision and lastly, change in regard to its values. The personalities which epitomize the re-defining of the situation and the hope, too are part of this package and the institutions currently fired by the change imagination also become coveted sites.

Meanwhile, in elaboration of media functions, it is noted that the media is also a source of new definitions. In the Kenyan case for instance, Kenyans now know what digital migration is, they know that a constitution is promulgated, and they know that there is such a thing as second generation of alcoholic drinks. Perhaps the media may

not have been the originators of the very words but it is the one which has popularized their usage. It has played that function. But the idea of definitions as news value noted in the claim is different and is specific to both the definition of the situation as well as of the power relations inferred in the situation. It refers to definitions read into as part of the inner dialogue in reports. It seems like it is a natural orientation in the human being to ask the question, what does this mean as a key aspect of personal surveillance. In the television news, the viewer reads into the meaning of a reported event and quickly constructs a definition of the situation. This criteria of definitions therefore also seemed to have significance to the research viewer.

In the current research, the research partners were keen to examine the situation in relation to the national change phenomenon. The question, what does this mean seems like it would be a useful question in the context of societal laboratories conceptualized by Manovich (2003) when he asks, “Can cultural institutions play an active, even leading role as laboratories where alternative futures are tested?” (Everett A.& Caldwell 2003, p. 90). Perhaps, it is also useful again to reflect on such laboratories as fuelled by imagination. Is this an unspoken desire in viewer – to find at the encounter new details of alternative futures from the society change laboratories?

In other words, change and definitions appear to be important and worthwhile criteria to identify and prioritize what should be regarded as news.

4.5.5 Emotions at the encounter

On the other hand, the fifth claim focuses on the emotions that are triggered in the viewer at the encounter. It states that news viewing produces strong and disturbing

emotions in the television viewer. As an event that takes place every day and for many of the research partners, an event that took place in the evening, disturbing emotions would be an upsetting factor in a person's well being.

Emotions in regard to television have been discussed from a number of perspectives in previous research and literature. Most common perspectives are viewer outrage emotions over television portrayals which disturb the moral order. These are in the moral panic theory cluster as noted in the literature review. Others have been anti-social emotions in television portrayals which media critics have argued have the potential to negatively influence the population particularly the young. Much television and overall media effects research and theory has focused on this category. The history of media research is documented as a journey along the degree of effects/influence, starting from conclusions of total effects followed by those of limited effects, itself followed by those of no effects, and then followed by a resurgence of effects through a conceptualization of cumulative effects, and then currently of conclusions of major effects through a re-focus on audience sought out positive effects. The current research however presents a different view of the emotions described by its research partners. Its starting point is reflected in Allan (2005) who cites an interesting emotion exhibited by those hurt by public sphere utterances or policies and how those hurt reveal this on television. He writes, "Emotions that lie beneath deeply held convictions come out in democratic encounters. Televised encounters reveal something of the private hurt and anguish connected with public postures and policies" (Allan S. 2005, p.112). In this too, the focus is on emotions of those in the television portrayal. The findings of the current research are on the viewer emotions at the moment of watching news and of

concentrating on specific news items. The research has used the word “combustive” to describe the nature of the process of fusion that takes place at the encounter. One of the results of this combustive process is the production of these strong emotions in viewer. The study agrees with Allan’s thinking however, that deep emotions lie beneath strong convictions and that they can be easily aggrsed through utterances in television by key policy makers and national actors. For the study, the television news viewer appears to have the strong conviction that change is necessary or is the only option and that it is achievable. Utterances and behaviour at the national level are combustive at the televised encounter and are responsible for producing emotions of “private hurt and anguish” which the research partners describe.

Finally, there is the last claim which in a way maps out what the entire research seems to have generated and using the concept of affinity (between viewer, content, and form), constructs an affinity typology of sketches of the encounter. The claim states that the viewer and the news encounter construct an affinity typology of sketches of the encounter that are interrelated. This puts together the sketches of viewer type, encounter intertext, viewer preoccupations, encounter ideologies of change, news as hypertext, affinity news sub-genres, and of viewer motives. How does this affinity typology look like?

First, there is the viewer sketch of an active, reflective, discerning, self-assured, coveting, highly selective, one who seeks to engage or interact, emotionally highly affected, and a change thirsty viewer.

Secondly, there is a sketch of key processes at the encounter of intertext, meta symbols, fusion, and preoccupations. The meta symbol of modernity, self-identity, and the epic/montage national story of change is really a meta symbol of national change in viewer. All in coming news quickly meet this sentinel overarching meta symbol and a process of intertext commences which has key features as follows – first, the intertext is the dominant process in selection, interpretation, and experiencing of incoming news by viewer. This intertext itself works through a process of gate keeping or filtering and then of shading as of light colour filters, of fusion and combustion with consequences of amplification and intensification. In addition, negative and disturbing strong emotions are produced at the combustive intertext process. On the other hand, the intertext constructs an aspect of the viewer sketch that is additional to the earlier sketch in that the viewer is at once a complex personality with the duality of total surrender and of an active reflective being.

The third sketch is constructed from viewer preoccupations and ideologies of change at the encounter. There is a preoccupation of a modernity version of change along the western approach, it is an all-consuming feature in viewer and it has changed him or her into a change being, a modernity change proliferate and diffusionist – offering an additional inner layer of the viewer sketch at the encounter. The viewer in addition is also an ethnicized person while again he or she has the self-identity of high self-assurance versus national personalities and the media. An important aspect of the sketch is that this modernity that the viewer thirsts for is only half known to him or her. The other half is hidden.

The fourth sketch is on news as a hypertext at the encounter. From the research findings, television news has emerged as a hypertext of the national and societal change situation. The hypertext defines the situation in regard to the status of the change, the specific features of the change, its specific catalysts, new aspects of the vision of change, and the specific values of the change. Simultaneously, the definition of the situation is about change at the three levels of modernity, self-identity and of naturalism. On the other hand, the hypertext has ideological traces/cues of modernity, self-identity and naturalism. Lastly, it has the revelatory and galvanising aspect of the investigation of the human condition. There is always the question – who are these national leaders in regard to what man really is or has become? Who are these neighbours?

The fifth sketch is that of affinity news sub genres at the encounter. The research constructs these as follows – the national change story, a happiness story, a spectacle phenomenon story, an iron embedded news story, a human tragedy story, horror news, and the grotesque type of news. Most of the sub-genres are active with the hormones of the national change story. An interesting aspect of the sketch is the counter-narrative happiness news. This type of news is counter-narrative in that the bulk of news is mostly of the bad and the negative. Indeed, there seems to be even the assumption in journalistic practice that good news would be boring to audiences or would be dismissed as propaganda. Aspects of the happiness story in the current research and therefore in the sketch were about their peculiar features – they occurred when a victim triumphed, when there was action with potential to bring about societal change, when it was news of a solution which the viewer had anticipated, and lastly, the national ritual news. In the current research, the viewer longed for more of these.

Finally, the sixth sketch is of viewer motives for watching television news or viewer encounter motives. Aspects of this sketch consisted of motive clusters of information, of change intelligence and resources, of content produced through the journalistic processes, of viewer empowerment content, and lastly, of the counter-narrative content. Each of these aspects has rich elaborations.

In summary, this is a research that seeks to understand that which takes place at the encounter of the television viewer and the incoming television news from the perspective of the viewer. At the end, It has six critical areas of focus consisting of the process of the encounter; the core determinants of the process, relations, consequences of the encounter; a quest to determine a key aesthetic of television news and to suggest new news values; the encounter as a site of the modernity project and trajectory; and finally on the construction of interrelated sketches which build at the encounter. These areas of focus produce the research claims which have been constructed as follows – that a three dimension meta symbol in viewer strongly influences the selection, interpretation and experiencing of incoming television news by viewer; that a process of intertext, filtering and fusion dominates the process of encounter between viewer and in coming news; that the ideologies of modernity, self-identity and naturalism are influential and overarching at the encounter; that change and definitions are viable news values; that the encounter produces strong and disturbing emotions in viewer, and that it is possible to construct a recognizable typology of interrelated sketches of the viewer and news encounter which gives the encounter its dominant character.

As would be expected, the critical areas of focus have themselves developed from the research questions and the interrogation of the research findings from each of the questions. The chapter has looked at the sense, the relevance and significance of the constructs made in the research. Meanwhile, the next chapter discusses the answers to the research questions, articulates what could be considered to be the heart of the matter of the findings and specifies suggestions for further research.

CHAPTER FIVE

5.0 DISCUSSION, CONCLUSION AND RECOMMENDATIONS

In this last chapter, it is to answer the question, what do the findings of this research mean and what are their implications?

The six claims and the five models have been discussed against the research questions and against relevant theory. This chapter now examines the conclusions arrived at in regard to each claim and sets out to offer a brief discussion on these conclusions. Thereafter, there is a short section on conclusion of the research report and another on recommendations.

5.1 DISCUSSION

The discussion first stretches integrated aspects of the research answers to each of the research questions in order to offer a fuller understanding of the answers by again examining the six claims developed in the last chapter. At the end of the discussion section, the answers are again collapsed and weaned in order to make them speak more directly and to the essences of each of the research questions.

5.1.1 The encounter process and the viewer portrait

The first claim argues that there is a deep going process which takes place as a television viewer is engaged in the activity of watching television news. The viewer is active and selects, interprets and experiences the incoming news quickly and thoroughly. A key process of communication that takes place at this encounter is one of intertext as is in the second claim. In coming news is selected, interpreted, and experienced mainly through a strong and preoccupying master symbol in viewer –

that of national and society change. Two other underlying master symbols of self-identity and the aesthetic master symbol of the epic/montage national change story are intimately linked to the earlier master symbol and the three form a meta symbol that dominates the encounter through an intertext process.

Meanwhile, the national change version looked for by the viewer is the western modernity. It is an invisible ideology because as Gramsci argues, it is pervasive and is everywhere. No wonder the television viewer in the study does not question it or question its origin. The study therefore constructs a viewer who unquestioningly accepts this vision of change and is in this regard a passive viewer but who on the other hand deeply, quickly and confidently analyzes in coming news and is a very active viewer in that regard. The duality of passivity and activeness is a core construct of the viewer. How is this to be discussed? Perhaps to argue that, the viewer is in no way different from the rest of his or her countrymen and women who are all caught up in “the risen wave of change consciousness”, noted in the literature review and which is also taking place in other parts of the world, that version of change being tailored along the western modernity kind.

The argument of this research is as follows in regard to the first claim. The television news viewer is an important person in television news communication. If he or she switches off the television set or pays no attention to the news, no communication can take place. It is important for scholarship to build clarity on what really takes place as the viewer encounters the incoming news. That primordial moment must have significance to an understanding of television news communication. This research suggests that there are certain specific implications from the investigation of this site – that the viewer covets not only information about national and societal change as a

priority preoccupation but that he or she covets understanding of the hidden part of this change, that this is the content he or she hopes for but does not get, that with multiplication of television channels, those who wish to win the hearts and minds of the television viewer will move to satisfy this craving by viewer, that to do so the television worker and media must themselves develop clarity and understanding of the hidden aspects of change, that the entrance of universities as broadcasters may offer an orientation in this direction, that the media and the television worker must also heighten their awareness to the fact that the viewer is also seeking information on the status, features, catalysts, vision and values of the change trajectory, that the television viewer engages intelligently with in coming news content, that he or she has great self-esteem at the encounter and assumes an assessment position above both the news makers as well as the media, and lastly, that if seventy percent of Kenyans have only had a primary school education as noted in the literature review, the television with its vividness and presence of communication can help broaden the horizons of the population on what needs to be done to launch forth in to the future.

Secondly, the research argues that the encounter between the viewer and the incoming news is emotionally disturbing to the viewer and seems to have the consequence of aggravating his or her sense of hurt and impatience with the national leadership, that the media is trusted to keep its eyes focused on the change story but it seems to keep its radar focused on the past, and this is another source of frustration by viewer, that, unlike the conventional argument that the viewer is not looking for positive- works-news, the viewer actually longs for such in regard to the change story, and lastly, that the viewer is defined by this desire for change and this identity dominates his or her interaction with what is happening in the country.

Meanwhile, the third lesson is that, it seems common to the research viewer that he or she will construct three priority components of meaning drawn from incoming news – what has happened, why it has happened, and how it represents what has been happening, that these are constructed at the speed of intuition, and lastly, it seems to be the case that even if news comes to the viewer in great brevity, the viewer concludes a comprehensive picture for himself or herself; and finally, the last lesson built upon the first claim is that this is a viewer who is seeking a change in his or her own self-identity and who expects that permutations at the national change frontier will result into changes of personal and family fortunes. The television news worker needs to be conscious of this viewer's fixation on change and on how content has significance to viewer self-identity.

5.1.2 The encounter process as dominated by a process of intertext, filtering and fusion

Meanwhile, the second claim is about the encounter process. An intertext process seems to work through a sentinel surveillance orientation almost as if the master symbols aggressively jump at incoming news and impose their will on them. This in a way is similar to the method identified in the modernity process modeling in the concept of proliferation of centres of invasion, conquest, control and diffusion. One may elaborate the fusion process as an aspect of intertext in that manner. The claim also argues that the intertext takes place through a process of filtering, the master symbols being the filters through which what has happened is apprehended and cast away except that which relates to the change master symbol which then is taken through the fusion process. The research argues that the master symbols become

fusion points for amplification and intensification of reported reality. They also provide the very fiery ingredients that fuse combatively with the meaning of incoming news. What can be said to be lessons learned from this claim? Three are prioritized – that the encounter between the television viewer and the incoming news is a power relations site, that in this regard the viewer dominates the site, that neither is it possible then to propose media influence upon such a viewer, that neither does the configuration of audience reception studies seem to capture the actual character of this site for the word reception primarily underlines a passivity on the receiver while the giver is elevated to greater activity and presence, that instead constructing the site as an encounter seems to be more in line with the findings of the current research, and that therefore examining the encounter site from that perspective seems to offer a new way of understanding this site's kind of communication, that indeed, while others have constructed the notion of a resistant viewer, again the findings of this research see conquest rather than resistance, and lastly, it is this claim that details the end result of the encounter as an organic gestalt in which all the properties of the findings of the research questions one, two and three clash and fuse and become one, in this, properties of the viewer, of the news aesthetic, of viewer preoccupations produce in viewer the final meaning of incoming news in viewer.

Secondly the research argues that ideology stands out strongly in this study, especially the ideologies of modernity and self-identity, that indeed Gramsci seems to be quite observant when he notes that an ideology becomes invisible when it is everywhere, that in the case of the change currently sought by the viewer the western version of modernity is not questioned by viewer, that in Kenya and elsewhere it is downplayed as an ideology, as a carefully constructed thought system that overarches practice,

institutions, structures, and values in society, that the down players also keep hidden a big aspect of the modernity enterprise, but from the findings of this study that ideology plays a great role in individual surveillance, engagement and action, that the other ideology of self-identity in this study tied to viewer self fortunes and viewer ethnicity are also at the forefront at the sites of surveillance, engagement, and action.

Lastly in discussing this claim the research has raised a contradiction in that the viewer who yearns for this western modernity vision of change is at the same time continuously worried and upset by the human heart in those who lead, that the western version of change has been constructed by people particularly businessmen and industrialists whose hearts and behavior have been typified of business, but finally to state that the viewer looks for a new morality in public place and in society – almost a new civilization among the human pedigree and seems to be frustrated that the ideals that seem to be easily achievable keep eluding the society; and the third lesson of this claim that the research prioritizes, is that the encounter site is one with great potential, that while the viewer imposes his or her meaning on in coming news from the resources of the master symbols lodged in him or her, he or she simultaneously seeks to be given new information and to be empowered – in other words to be further increased – a site for genuine and contagion or transformatory education.

In terms of theory, the research has constructed a conceptualization of interesting streams of intertext behavior at the encounter. These are along the society change eipcstory,, viewer's value scale versus values of those in the incoming news, similar

episodes, viewer's unrequited expectations, moral outrage, national identity permutations, and a shadowing conviction in viewer

5.1.3 Viewer preoccupations critical at the encounter process

On the other hand, the third claim clarifies the preoccupations that seem to be more active in viewer as preoccupations around change and these seem to translate easily into ideologies of modernity, and self-identity. The research discusses another contradiction or duality in viewer in that while modernity is much associated with the nation state, the viewer seems to have a strong ethnic community consciousness as part of self-definition and world view. This is more associated with the traditional society and would be in tension with his or her new frontier status as a change-being. However, the following four lessons can be associated with this claim – first, that the television viewer's strong desire for national change is an inner cry for radical change in his or her own status and more importantly, a change in self-identity, that indeed part of the illumination of modernity is to show the viewer his or her inadequacy and the inadequacy surrounding his or her life while the other half of illumination spots part of the mirror where his or her image of tomorrow should be but this time, is empty, that in a way there is a shadow of the haunted in viewer regarding this sense of inadequacy. Secondly, this research argues that there is need to openly discuss the vision and the ideological framework that the country decides to adopt and to discuss it in a comprehensive manner and to have individuals, institutions, values, innovations and initiatives rooted in them or alternatively to start a conversation about a new civilization of the new century. Thirdly, it is the argument of this research that the individual is king in waters controlled by a greater king called society, and that while the individual moves enclosed in the privacy of his or her encasement, he or she has

been raised and has fed on the story lines of thought and urgency of feelings, from the waters of society. The ideologies in society have an upper hand in the individual. Indeed one way of explaining the viewer attachment to his or her own community is that most of the story lines the viewer has been exposed to are from that community.

A suggestion is made that the television set and the television news is a good site to multiply attractive and futuristic story lines that are national or eastern African for example, if these are thought to be the fruitful directions to go. Lastly, a fourth lesson is simply that of the human condition that asks the question, what is mankind like? Can one have another version of the human that is higher value driven and would this be good for society, for forward change? It seems one of the constant barometers in the viewer is an assessment of the human condition – a definition of they.

5.1.4 There is a dominant television news aesthetic at the encounter

Meanwhile, the fourth claim constructs a hyper genre of the epic/montage national change story that emerges at the encounter between the news viewer and the incoming news. The claim argues that this hyper genre re-assembles the brief, scanty, and unconnected news reports and fashions them into a powerful communication between the news and the viewer. It is a claim that argues differently from the dominant understanding that the short reports of news cannot allow comprehension and understanding of what is going on.

Again focusing on the nature of the news itself as it appears at the encounter from the perspective of the viewer, the fourth claim states that change and definitions are viable news values. The implication is that these two should also be part of the canon

guidelines and sensors for news workers and should have a place in the scholarship of television news.

5.1.5 Strong emotions emerge in viewer at the encounter

On the other hand there is the fifth claim which is phrased as follows – “news viewing produces strong and disturbing emotions in the television viewer”. In the research, viewers mostly settled to watch news in the evening at the time when they hoped to rest and relax from the day’s work, to watch together with the family but also to simultaneously gratify their quest and thirst to know what is going on particularly in regard to national change and by implication, their own change. The encounter produced in viewer very specific, strong emotions, most of them negative. They were all related to lack of change or slow speed of change at the national and society level. Moments when positive emotions were displayed were also linked to this change phenomenon. The research has interpreted this finding and argued that it seems to amplify and intensify viewer conviction and orientation in what the study has constructed as master symbols in viewer – a multi-layered surrealistic sentinel presence in the viewer’s mind. It has also then argued that television news seems to stoke the fire of the thirst for change in viewer from day to day. Again, it is important for scholarship and practice to understand the portrait of the news viewer.

5.1.6 The viewer – news- encounter typology

Lastly, the sixth claim in a way summarizes the findings from the investigations based on the three research questions and constructs what it describes as a viewer affinity typology of interrelated sketches. It is from these that the research develops five models which simplify some of the core findings of the research. These claims are

rehearsed above in order to prepare the way for a brief discussion on their specific interaction with theory.

5.2.1 Discussion on theory

The first claim focuses on how change dominates the selection, interpretation and experiencing of incoming news by viewer. This domination operates through the meta symbol made up of the three master symbols of modernity, self identity and the epic/montage hyper genre of the national change story.. In examining the foregoing in light of larger theory, the study argues that this claim can be placed in four theory clusters in an eclectic approach to enhance understanding. These are the modernity and post modernity theorizing, the media effects theory cluster, the functionalist theory, and the diffusion of innovations theory. In the modernity conceptualization, the research has argued that the viewer has surrendered completely to the modernity change worldview. Furthermore he or she has become change-bent and is conceptualized as both a change—being and a change proliferate.

Yet, a subtle interpretation of this orientation also constructs a person who is sub-consciously aware that the change sought for has been originated and perfected by others who closely watch and monitor the country's inadequate attempts towards this change. A sense of hauntedness, of urgency and shame is produced in viewer in this regard and these are part of the causes of the negative and strong emotions that trigger in the research viewer at the encounter. The conclusion of the study in this aspect is that the modernity worldview is very much alive and dominant. Whether it is late modernity or whatever other phase of modernity it will be labeled in future, the enterprise which started in Europe with industrialization, colonization, decolonization,

and now what is regarded as globalization has the same pedigree, the same quantity and quality of impact on whoever it finds particularly in the developing world.

But in Chapter Four, the research concludes that there is an apparent duality in viewer in that there is this surrender and passivity in him or her on one hand and then there is at the same time the character of collaborative reflectiveness, discernment, and mainly a quick, active mind at the encounter. This fits in more with the post modern view of individuals and of active audiences freely arriving at their own truths about reality. This aspect seems to apply especially to the particularity of change and also of the relational self identities which form at the encounter.

The second cluster of theory which appears to apply to the first claim is that of media effects umbrella of theories. The study has referred to passivity and the activeness of the research viewer in the duality mentioned above. In Chapter Four, the research argued that the television news emerged in the study as itself a proliferate of modernity as research partners considered that the pictures they had of players in the national change story were both from the television news and from their own thinking. In other words, the news has influence on the viewer.

The master symbol then of modernity and that of self identity that formed around this version of change were part of news effects. On the other hand the effects of negative emotions may be argued to be a dysfunctional effect and a new type of moral panic effect. This aspect of negative emotions effect produced in the viewer during the news encounter is considered quite significant by the study and is made into its own different research claim. At this point, the research argues that the negative emotion is produced by a mix of aspects including the follower state of hauntedness mentioned

above, the expectations of the change- being who feels that the pace of change is slow or that there is none taking place, the surrealistic linking by the viewer of national change or static with his or her own fortunes as well as hoped for change in self-identity. These negative emotions have been described as part of the dysfunctional effects of media. Perhaps one may qualify this and argue that in regard to the individual viewer, this is a dysfunctional effect while in regard to the national change motion it may be considered as a necessary fuel or as a fulcrum for another surge of future change activities. Similarly, the epic/montage change story will be discussed as also another independent claim. As part of the effects cluster of theories however, the research has argued that the epic/montage change story again amplifies and intensifies the emotions at the encounter in a viewer long drawn into the dramatic reality story.

Meanwhile in regard to the functionalist umbrella of theories mentioned, the surveillance theory is seen to construct around each of the master symbols as sentinel surveillance. It is interesting that in media theory, the surveillance theory is a macro level one mapping out a societal level function of media while in this research the surveillance is carried out by the master symbols in the individual member of the audience as he or she encounters in coming news. In this way, it is constructed as a micro level theory and it is the viewer now who hoists these watch towers to confront the media screenings of reality.

At the same time, another functionalist theory -the uses and gratification theory applies to the findings of the research in that these have constructed a viewer who covets the encounter in quest for information from the frontier of change. The research has constructed the viewer as a change-being and a spirited proliferate of modernity. He or she seeks gratifications around this change phenomenon and uses the information

layered in the incoming news to also monitor how others define him or her and also uses it to define his or her own self-identity.

On the other hand, the montage/epic national change story in addition evokes three different conceptualizations in an eclectic mix. The montage theory is of the revolutionary change, the epic is part of the romantic and naturalism theories and the national story itself is part of the theory of realism.

The second claim follows this examination of the master symbols and how they are to be understood from theory and now examines how these master symbols interact and engage the incoming news. The second claim is framed as follows, "Television viewing is dominated by a process of intertextuality between incoming news and the dimensions of the meta symbol in viewer (of master symbols of modernity, self-identity and the montage/epic national story). The latter are the filters through which what has happened is apprehended and are fusion points of amplification and intensification of reported reality. In the elaboration of the approach of study he gave the name phenomenology, Husserl argued that human beings recognize that which comes to them from the position of their own intentionality. In the case of the research, what is the apparent intentionality that guides viewer recognition of incoming news? The meta symbol in viewer is a desire and a conviction and it is aggressive and dominating at the encounter with the incoming news. It controls the intertextuality process which spreads across the four stages of recognition, selection, interpretation and experiencing of the incoming news.

Meanwhile, phenomenology deals with that which emerges at the conscious. It is interesting to place the ultimate destination of media communication to the

examination table – the consciousness bio-space in the human being which is still itself under investigation. But for this study, it does seem to be the case that indeed, the human being confronts outside stimuli from a self-safety, self-interest, self-desire, and a self-hope/expectation premise. This space of consciousness is furthermore important as one seeks to understand what happens after the recognition and selection of media text for it is here too where then the further processes take place. According to this study, the processes of fusion and filtering, the consequences of amplification and intensification happen here. It is here where the consequences of emotions of anger or pleasure are produced. It is a layered space of existence and construction, of being and becoming, and it is an important hunting ground for those who seek to understand this contemporary invention by mankind called television.

The third claim focuses on what may be described as a key aesthetic of television news. In the research the claim is constructed as follows, “the epic/montage hyper genre that constructs at the encounter between the television viewer and the incoming news re-assembles the brief, scanty, and unconnected news reports into a powerful communication between the viewer and the news. It is a claim that is different from the other first two claims in that it considers the construction of news at the interaction point of encounter as also an aesthetically endowed account. It was Emile Zola and the other founders of the naturalism school of art and thought who argued that nature and reality were immensely dramatic and one did not need to use imagination any more to put together dramatic stories, accounts or art. The naturalism school is a good starting point in thinking about the television news stories.

It has been the impression that because today’s news is miniaturized, dominated by sound bites and that once an event is reported, it is rarely considered for follow-up,

news therefore appear before the viewer in a way that blocks viewer understanding of what has happened. Postman quoted in the literature review argued that television does not promote literate culture. It instead attacks it. But this research claim argues differently. The short, unconnected, scantily detailed news items are read by viewer as cues to a larger society story which has a past, a present and an expected advance into the future. To capture and show change frontline pictures of this society movement is to work in the umbrella theory of realism. It is also to be part of the naturalism theory of art in which the natural both in nature and the human world is dramatic and breathless to behold and can be held up for insights. The claim argues that the continuing story is both crystallized in the viewer's mind around iconic epic heroes and villains as in the romantic wells of storytelling or accounts giving, while the societal change story is also told through the montage theory and philosophy of moving picture narratives. The revolutionary modeling in the latter merges together with the conservative, continuous thought world of naturalism/realism composite to produce a unique, emergent hyper genre as a key aesthetic of the television news in the research. Among the six research claims, this claim focuses on the viewer and the news encounter as an aesthetic space. The high level drama of the change narrative, both historized and familiar to the viewer and his or her own deployment of affiliation in the change and static contest, help to amplify and intensify the result of the encounter between the viewer and the incoming news. The hyper genre format of the account produces in viewer a disposition that event- facts on their own could never achieve.

Meanwhile while the third claim has focused directly on news and in a way on an aspect of its structural nature, the fourth claim too focuses on news but this time on its

essences, what journalism calls its values. A way of understanding this is to ask if a journalist is given hundreds of news items and is asked to select ten of them for broadcasting, which ones would he or she choose and what would guide his or her criteria. Conversely, if the journalist has several potential news events to cover but will need to cover only a small number of them for broadcasting, what would guide him or her in selecting what to cover? The fourth research claim is that, apart from the long standing news values, change and definitions are also viable additional news values. It is constructed from the key place given to society change by the television news viewer in the process of selection, interpretation and experiencing of the incoming news. A monitoring of the national change trajectory is in the case of the research viewer a priority expectation. On the other hand, in regard to definitions this too seemed to be important from the perspective of the research partners especially focusing on the definition of the national situation and of the identities constructed by events, actions, and relationships in the incoming news. These two values of change and definitions are then considered in the following theoretical discussion separately, the first focusing on the concept of change. In the other earlier claims, theoretical perspectives have been brought in regarding the modernity kind of change craved for by the viewer. At this point, it is to place the concept of change as part of prioritized list of values in news normative theory which both isolates and constructs ideal exalts in the study and practice of news.

Nevertheless, one may in addition theorize about change in the larger concepts of being and becoming as argued by the Greek philosophers including Plato as discussed in the literature review. It is the nature of reality and everything to keep changing. When the people are not aware of changes in their society and nation, one may refer

to this as change blindness as pointed out in the literature review. At such times, even the media will not have such a change in its radar as it gathers and investigates reality in news. But as in renaissance days, there is a time when a people become aware that they are living at a time towards a radical break with the past, a time of high awareness of and expectation of this change in individuals and groups and in their nation. The media too also takes its position at the change frontier and concentrates its news on it. This was then the case with the findings of this research and the development of this claim. One may argue that in regard to the larger concepts of being and becoming, this consciousness in viewer is both a being and a becoming status. This is a craving by the research viewer for news to help fill in the gaps in understanding of the kind of change desired. There are gaps as well that the viewer sees in news makers and the national leadership - that they have not transited to new values and the character assumed by or expected by societal and national change. Therefore the viewer, the television news workers and the national leadership are seen by the viewer as not having become. One may argue that a consistent quest by the research viewer is therefore to receive news of changes at the site of becoming in the triad points of viewer, news, and the news makers. Yet, the visualized blueprints of change are continuous desirables. These are the news of beings, of arrivals, of what has become in the new society sought by viewer. For this too is an important aspect expected of news by viewer. In addition, as discussed earlier, viewers expect change news in regard to status of change, its features, catalysts, values, and new aspects of its vision.

Meanwhile the other news values that the claim argues for is that of definitions. Part of the thinking in post modernism is the argument that what is true regarding reality

depends on where one stands. In this way, there are many truths then regarding the same reality. In this research the argument has been that the individual viewer looks at an incidence reported in the news and asks - what does it mean? How does it define the national situation? How are they (the other) defining us? What does it make of me? In this way, there is the definition of the national situation, the ethnic community placing, the definition of viewer self-identity, and a relational definition. One of a robust argument made for greater audience participation in the production of news or as news makers is that audience members will be able to name the world from their point of view and based on their own interest and therefore to define reality themselves rather than others defining it for them. In the case of this research, it includes awareness of the news worker of how an incidence to be reported defines the different identities of self in viewer and how it is important to have a rebound response in which the viewer re-defines these identities from his or her own perspective. Again, as in the concept of change as a news value, the concept of definitions is proposed as a news value and both would add to the list of such values in normative theory of news.

The fifth research claim is about the emotions generated at the moment of encounter between the television news viewer and the television news. The claim argues that strong and disturbing emotions result at the encounter. The claim points out that a majority of emotion types generated are negative. In terms of theory therefore, the research bases its discussion on the media effects umbrella of theories particularly the stimulus and response theory as well as the cultivation theory and then also looks at the functionalist dysfunctional theory of moral panic.

This research has argued that the viewer tends to amplify and intensify meaning of news that he or she pays attention to. This is both in content and in emotion reaction suggested by the incoming news or from news as from a confidant. Both the stimulus and response theory and the cultivation theory insist that media has effects on its audiences. The latter argues that heavy viewers are affected over a period of time and over continuous viewing. Critics on the other hand argue that members of the audience think, are rational, and have their own convictions. Other theorists counter this by pointing out that audiences are affected by media on matters they desire to know of the media. This research has concluded that these emotions generated in the viewer are real and have an edge of finality in them. They keep getting amplified and intensified and are a potent reservoir for behavior. In the history of the country, emotions have co-joined conviction as fulcrums for change as well as for notable incidences such as the 2007-2008 post-election violence. A good example would be in the Mau Mau war of independence. A righteous anger must have enabled those who picked up rudimentary weapons to fight a powerful colonizing power knowing that they were putting their lives and the lives of their family members on the line. Emotions are necessary as impetuous for change as they fuse with reason.

Lastly, the sixth claim deals with the construction of a typology of core sketches that are interrelated and that seem to emerge and to give the encounter its defining features. The sketches are further used to construct a viewer affinity encounter model which stresses the significance of the viewer type, has a two phase encounter process and has a triad of core consequences. The implications of the model are twofold – that news viewing as described and examined in this study is an intense encounter and has significance both in terms of the role of television news nationally and at the

individual level; in addition, that change occupies at once a central, sentinel, and a pedestal position in the viewer at the encounter who himself or herself may be defined as a change being.

All the six claims above are aspects of answers to the research questions which are interconnected and have their presence in answers to each of the three questions. It is important at the end to narrow down to essences of these answers and how they respond directly to each of the research questions.

5.3.1 The research questions and the research answers

The aim of the research was to investigate the nature of the encounter between the television news viewer and the incoming news in regard to viewer preoccupations, intertextuality, and the aesthetic that constructs at the moment of encounter. This was operationalized through three research questions as follows – what kinds of viewers are present at the encounter between the television news viewer and the news? What aesthetic genre of television news constructs at the encounter? Lastly what process emerges at the encounter? The answer to the first question is as follows - the television viewer is a disturbed, reflective, and dominating person at the moment of encounter with in coming news. In regard to the second question, the findings construct the following conclusion – an epic/montage news genre dominates the encounter between the television viewer and the incoming news. Lastly, the answer to the third question is framed as follows – a three dimension meta symbol of modernity, self-identity and an aesthetic news genre influence the selection, interpretation, and experiencing of television news at the moment of encounter in viewer.

5.2 CONCLUSION

Separately and together, the answers to the research questions provide new aspects that are useful as one examines the communication space at the encounter between the viewer and the television news. It is a space of significance both to scholarship and practice. The study of the viewer type at the encounter is important, and so is the study of the news aesthetic that constructs at the encounter as well as the study of the encounter process itself. Above all, their interconnectedness as brought together in the current study is significant. The construction of the moment of viewing as an encounter was fruitful for the study. The findings produced a combative communication space.

Meanwhile in regard to the research approach adopted in this study, the use of the qualitative investigation has helped produce very rich and fresh data. The research has also in this regard demonstrated the efficacy of using the research diary to achieve a high degree of respondent reflectiveness while also permitting a high degree of respondent partnership in the research. In addition, the five models constructed simplify and capture the essence of some of the key status and processes and their quick inter-text at the encounter while elaborating characteristics which seem to build in some of these aspects. The journey of this investigation comes to an end and yet as is the case with all researches, to a beginning.

5.3 RECOMMENDATIONS

The following recommendations are made following this study: that the efficacy of using the concept of encounter between viewer and news be considered, first as it

specifies the phenomenon as a communicative activity and also as it suggests a more dynamic process than the concept of reception which umbrellas current studies; that further research is needed in the area of consciousness and television news in regard to viewer life experiencing , life quality and viewer orientation to life; to investigate efficacy of method through a re-examination of the carrying capacity of the diary as a tool for reflective audience research; to examine whether “the story lines out there” are mechanically adopted in viewer and if there is any autonomy in his or her reflections on in coming television news; to examine further if the television news is a key propagator of national story lines out there which the viewer subconsciously thereafter subscribes to. In regard to practice, the study recommends

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APPENDIX I: THE VIEWER'S DIARY

Please record your thoughts and feelings freely

DAY ONE:**TO BE FILLED 15 OR SO MINUTES BEFORE THE NEWS**

1. What do you think is your reason to want to watch the news normally?
2. Describe any particular emotion you may have as you wait to watch the television news
3. Is there any particular news you are looking forward to know of it's development? If so please explain

AFTER WATCHING THE NEWS

4. What news item do you recall prominently? Please describe what you saw
5. What is your comment about the issue in the news item?
6. Does it leave you with any specific emotion? Please explain
7. In your thinking does it represent something that is going on or has been going on in the society? Please explain
8. Does the news item relate in any way to any personal or family concerns that you may be having?
9. Does it relate to any income generating project/activity that you are currently involved in?
10. At The End Of Watching The News, Please Describe Any Particular Or General Feeling That You May Have
11. Which other news item do you recall. Please describe it as you saw it

12. What are your thoughts and feelings about it?
13. Does it relate to any of your priority concerns as a person or in regard to your family
14. Does it relate to something that has been on-going in society? Please explain
15. Thinking overall of tonight's news what different thoughts come to your mind?

Do you think issues of importance can be discussed adequately in the television news?

APPENDIX II: THE IN-DEPTH INTERVIEW SCHEDULE**(To be administered by the researcher)**

1. Describe your reasons for watching television news
2. What other news sources do you access?
3. What other television programmes do you watch?
4. Do you consider yourself as a constant news viewer?
5. What kind of news do you look forward to?
6. Do you normally get these in the news? Please explain
7. How would you normally describe your emotions after watching a news bulletin?
8. What would you say produces this kind of emotion?
9. Are there topics important for the country which you find television news is able to convey adequately? Please explain
10. Are there other kind of issues you feel television news is not able to handle? Please explain
11. Do you receive news in any of the new media – phone, laptop during the day?
12. You are involved in this income generation activities/ or in this area of community change, do you find the news touching on these directly or indirectly? Please explain
13. If you were to break down the television news into its different parts, what parts come to your mind?
14. you have images in your mind of specific politicians and what they represent, specific parties and what they represent, specific images of corruption in the

country and so on. Would you say these images have by and large been formed by

(I) What you have watched on television

(II) What you have watched on television and your own reactions to it

15. Would you say your reactions to what you watch is also driven by your own interests? Please explain

16. You filled in the diary for 7 days, how do you differentiate your experience in filling the diary and this interview?

17. Were there differences in filling the diary in the first day and in the last day? Please explain

18. Who is your favourite news maker? Please explain the reason why

APPENDIX III: THE OBSERVATION GUIDELINE

(With assistance of the video camera)

1. The television viewing room
 - A full room shot
 - The position of the TV set versus full room
 - Normal sitting place by viewer during news
 - Close up shots of potential significant artefacts
 - Photographs on the wall if any
 - Recording of other individual and family [photographs]
 - Seats where other specific members of the family sit during news
2. A home compound view
 - A long shot of the main house
 - A close up shot of the wall material and the roofing material
 - Other houses and housing structures in the compound
 - Family transport if any
 - Evidence of water supply
 - Evidence of electricity
3. A farm compound view/ income projects
 - Shots of major investments – past, present, and future
 - Close up shots of work going on in the key activities
 - Close up shots of technology around the key projects
 - Viewer at work
4. Some key viewer responses
 - What kind of viewer he or she thinks he is or she is

- How he or she normally reacts to the in-coming news in terms of ideas and also emotionally
- If he or she were to break down the news, what different aspects or components does one take note of?
- Thinking of the national news – is today's news somehow connected to yesterday's news and the news of the past? Can she or he explain?

APPENDIX 1V: THE FOCUS GROUP DISCUSSION GUIDE

(To be audio recorded. To be used for new participants other than those who took part in the diary and indepth interviews)

Specific questions for the FGD came from key themes which emerged from the diary, and the indepth interviews.

A second part of the Focus group discussions consisted of watching a recorded television news bulletin which had been aired sometime back by Citizen Television. Specific questions discussed by members of the group dealt with content and form and were expected to examine if the larger issues and the individual members' response to them would be part of these discussions.

The focus group discussion guide was constructed as follows –

- (A) Are you satisfied with the areas of content covered by television news?
- (B) Would you say whether television news takes sides in the political news of the day?
- (c) What name would you give to television news if you were to think of it as a person who normally communicates with you?

**The examination guide for the news as hypertext from the research partners
point of view)**

This is a guide to assist in carrying out a hermeneutic examination of the individual news items and of the overall news bulletin.

Date-----

Television Channel-----

Time -----

1. Background

- (i) What items in the news stands out for you?
- (ii) What is the message in the item?
- (iii) Who is communicating it?
- (iv) How is it communicated

2. A rhetoric observation

- (v) Speaker's genuineness (self or role-augmented)
- (vi) A status quo message or a change message
- (vii) Thought system captures (fatalist, individualist, elitist, egalitarian)
- (viii) Gender echoes
- (ix) News item type (live report, interview, speech, eye witness, press conference}

3. A semiotic observation

- (x) Aesthetics in the news items and bulletin
 - Balance
 - Relationship
 - Lighting
 - Figure and ground

- Shot sequence
 - Order of items
 - Person's demeanor
 - Incidence as metaphoric
4. A critical approach
- Ethnicity
 - Gender

Political ideology

APPENDIX V: PARTICIPANT OBSERVATION TOOL

This tool will be used during the participant observation visit

A. The context sphere

- (i) description of the compound (type of house, other houses, traces of life Investment projects.
- (ii) Description of the television viewing room (furniture, position of television, wall decorations and icons
- (iii) Company before and during viewing
- (iv) Activities during viewing (conversations, movements, diversions)

B. The viewing activity

- (i) Who switches on the television?
- (ii) Who determines what channel to watch?
- (iii) If television already on, what programme was on?
- (iv) Who was watching? (was the research partner involved in watching?)
- (v) Where is the partner seated versus the television set
- (vi) What are the emotions displayed during the viewing of different items?
- (vii) Does he or she distract or is distracted?
- (viii) Does he or she comment on items during viewing?
- (ix) After the news what happens to the company?
- (x) What does the research partner do after the news normally.

APPENDIX VI: THE LIFE LOG

A. Life History

This will be filled by the research partner.

Please write down your life story in a manner that enables the researcher to know you.

A life history which describes who you are and where you are aiming to go.

B. Life as a viewer

What have been key moments in news viewing in your life ?

What brings you to watch television news?

C. Daily Activities during the week of Viewing

Please record you main activities of the day as they happen from the time you have woken up to the time you go to bed.

APPENDIX VII: - DIARY RESPONSE RAW CELLSAMPLES

DAY	Q4 ITEM	Q5 COMMENT	Q6 EMOTION FELT	Q7 RELATED TO	Q8 LINK TO SELF	Q9 LINK TO INCOME	Q10 OVERALL FEELING
MON	There was an accident that left everybody on board dead except the driver presumed to have disappeared	Speed on our roads, which are to good	A lot of money is being allocated to the roads in Kenya yet the road condition is still bad	It shows a sign of bad governance	Road accidents in general involves the lives of people	Once an accident occur and some people die, then definitely relates on a higher scale	
TUE	Yesterday there were no vehicles for the public to move to town and back due to fitting of gadgets people walked to work	Kenyans are already undergoing financial inflation due to high costs of living conditions	These are signals emitted to show tighter living conditions to be met ahead	The Kenyan society has shown their want for reforms in all governances institutions but what is before them is not it	Transport is majorly the means of commuting of commuting from town and the major market like Gikomba most trader rely on it	I am a shoe shinier and this has really affect us with no work since most people are walking t work and the expensive fare	If going through our day to day lives is a problem to tackle, how are going to be assured of our economic growth as promised by our leaders
WED	There was news about a grenade planted at some place around adams arcade. It was recovered safely	There are a lot of insecurity activities going on. One is left to wonder on the security situation at Kenyan borders	Security is a major condition that ahs to be prioritized for development to take place	We have been having insecurity in the county to the extent that it has been addressed in the constitutional reforms	Security is a personal and mainly need	No. But tourist attraction is major economic base	The matter where the senators and governors don't agree
THUR	There was the poaching activity in our games reserves. They showed a rhino whose tasks had been chopped off	How were these so called poachers able to trap this wild animals without expertise persons. It will need some	In Kenya a lot of coordinated methods are sued to get to various ends	We have had situation where a lot of our game animals have been reported missing sometimes its cows from some community going missing	No		As a country how can we move forward, if the activities that we need to put us high as a country are being nipped at the bud

		injection to induce to fall down					
FRI	The supposed hunger in the Northern Kenya people going long distances to look for water school going children left at home	Long time since we had this problem., Rivers there are seasonal water can be demand to be sued for irrigation and cattle	At certain areas dams build across rivers have caused them to dry up though they are not seasonal eg L. Naivasha and L. Nakuru at sometimes of the year	There are areas that need be given attention but due to the kind of system in the country, there are directed to benefit individuals	My personal concern is that as the people are working very ad to improve their living standard, others work tirelessly to fill empty pockets	Insecurity can make movement of people limited thus reducing the amount of activities in prone areas	We still as a nation have choices to make so as to get moving in the correct direction
SAT	There was the president inspecting the guard of honour, then was the presidential speech	The extension of police training from 9 months to 1 yr and a half. The security at large has not changed remarkably	The training part is draining public funds and not beneficial to the public. Thereafter is still incompetency in running security matters	Security worsening from time to time. The increase in training times is said to improve the enforcement of law	Personally the insecurity is not fair since I live in fear of ascertaining. We do not know what will happen to our friends	Yes Explained previously	Today we have issues on every matter yet this administration promised the youth jobs and better living standards
SUN	The lifting of the deadlines for vehicles to comply with the required documents and gadgets	Good for lifting deadline but only after damage had been done. Its like giving more time to traffic police to harass fleet managers		Problematic roads talk of scrapping 14 seaters,. Uniform for touts and drivers, endless list. Good governance in-service and conditions	Road use affects every one from traders to goods, directly or indirectly		Explained

DAY	Q11 ITEM2	Q 12 THOUGHTS + FEELINGS	Q 13 LINK TO SELF	Q14 RELATED TO	Q15 OVERALL THOUGHTS	Q16 TV + KEY ISSUES
MON	None		Los of lives is of concern and relates in sometimes directly or indirectly			
TUE	There was a woman caught up in the Mombasa shoot out and had t raise her fare to Nairobi while the child with a bullet in the head was airlifted yet they were victims at the same church	We should all be treated equally as human beings. Discrimination will only take up part and not united as a country	Discrimination hinders a lot of development agenda. Academic also doesn't d well when discrimination of any kind is tolerated	In Kenya society is a lot of discrimination. In the examination results, favours are done to schools where rich students go compared to where poor students attend	There is the dream that our leaders keep promising us eg vision 2030 where we expect 24hr working nation. It does not look realistic when the transport sector is muddled up	Issues of importance can be discussed adequately in the television news only if fairness and frankness is put forward in the discussion
WED	Learning has since stopped in some schools like those in Northern parts of Kenya due to the situation there. Some school buildings have been demolished	The government should try and make sure that our territorial border are safe. Only then shall we be able to combat the entrance of criminals through our borders	Security falls in many quarters. In regard to grenades they have no warning and can catch anybody	Initially there was a group of people claiming to an illegal group that used to hack members of the public with pangas day and night	There is the change in the style that activities are being carried out within the current administration	No. unless truth and fairness is introduced as per the constitution that every body is entitled to any information adequately requested
THUR	None					
FRI			Hunger in the country is not a problem to be left to the concerned. It affects the nation at	Hunger has been with us since independence. In colonial times people got food and some	We Kenyans still have a hard time ahead. The kind of leaders we have do not represent the interests of	No. there is partiality in the media fraternity.

			large	money now salaried people face salary cuts	the people who voted for them	
SAT	None				The kind of problems undergoing could not be there if the people who stood up for the constitution were the ones in office	
SUN	NO					No for what is in the media is not very open they often takes sides/ mean there's partiality in media discussions.

DAY	Q4 ITEM	Q5 COMMENT	Q6 EMOTION FELT	Q7 RELATED TO	Q8 LINK TO SELF	Q9 LINK TO INCOME	Q10 OVERALL FEELING
MON	News on society.	Indiscriminate	Yes, am angry with the	Yes, in Kenya	NO	NO	Feel that I have four of

	Police combed the wanna be citadels of terrorists and arrested more than 200 suspects	arrests and later release them is a catalyst o radicalization	way the CID is doing its work inappropriately	security has deteriorated in recent years to the point of state is on avenue of pariat status			attacks and murder since the systems and institutions placed are moribund
TUE	Two smart ladies stoles dozens of kiwi at supermarket in Nyeri (tuskys)	Most people turned to be thieves due to lack of employment	Pity and embarrassment	Yes !! the other were 2 ladies a supermarket in Dandora (plate)	NO	NOT SURE	Un happy
WED	Adams Arcade grenade being removed near a house before it exploded	Insecurity- A threat everywhere	Worried	Yes. Explosions have been happening even at Eastleigh town, Westgate etc	VO	NO	Afraid
THUR	A class 7 boy in a boarding school canned to death at Roka preparatory in Kirinyaga. People wanted to burn school	Teachers, principals not even private schools should not be allowed to cane students	Big loss to the parent are the children safe in private schools canning should be banned in all schools	Yes. Student died at university swimming pool, anther art Pumwani boys Nairobi. How are the children protected ins schools	NO	NO	I felt sad for the parent because the life of the child was cut short and died soon
FRI	Tragedy before the dowry-13 people from same family died at Machakos following the road accident	So many road accidents happening in Kenya people dying daily	Wondering when accidents will stop. Are we going to loose lives of innocent Kenyans just like that	Yes. There have been many road accidents recently i.e Butere bus	NO	NO	Go back to Michuki rules. Matatus no longer have speed governors, traffic police to be serious with their work
SAT	Baby Osinya's incident, I saw a baby crying throughout	Insecurity has become a threat to this country	Sad scared	Insecurity ahs become a trend in recent happenings	NO	NO	Scared/ threatened
SUN	The Shootings that	The acts of	Leaves e with much	Yes. This is a tip	YES. That	Not at all	The general feeling/ had

	occurred in Mombasa where a church was raided and people murdered	terrorism depicted in this specific news item is barbaric and never happen	sadness. The outcome of the raid on church was not good and simply sad	of the iceberg. The iceberg in this item is one of the terrorism incidents.	is family insecurity		after watching the news was sadness. It was just unbelievable.
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KIBERA ENTREPRENEUR LADY

DAY	Q11 ITEM2	Q 12 THOUGHTS + FEELINGS	Q 13 LINK TO SELF	Q14 RELATED TO	Q15 OVERALL THOUGHTS	Q16 TV + KEY ISSUES
MON	A house help who maimed her employer, went into hiding and later arrested by police	Employers should know background and contacts of those they take in as househelps	No	Not quite sure	The issue of sociality starts with me	No Most of the times the discussion took 30 minutes and did not portray the opinion of the population but just a sample of it
TUE	A family in Nakuru forced to vacate a house they claimed lived for 10 years	People be issued with title deeds from Ministry of lands	No	Yes	N/A	
WED	I saw chairs, church demolished its properties destroyed (PCEA Karen)	Any land disputes to follow the law but not to destroy	No	Yes	N/A	Exactly
THUR	The death of makaburi in Mombasa who was gunned down by unknown people was a shock	Security needed at the coast even in other Kenyan towns. If possible the government should provide CCTV cameras in towns	No	N/A	Any teacher caught holding a stick while teaching should be sacked. They should be trained how to handle children	Yes
FRI	A child who was found dumped in a paper bag at Rwai gabbage site	Teenagers and those women who are not ready to have babies to sue contraceptive pills to prevent unwanted pregnancies	No	Yes we have seen babies abandoned on the roads and hospitals. A baby was left with a matatu conductor	We are not same	
SAT	NSSF scandal	Those involved should be responsible	No	Yes	N/A	Yes

SUN	No other	Nil	Nil	Nil	Today, I did not get to watch the news due to travelling matters	Yes. Issues can be adequate discussed in the news by involving the citizens and listening to different news.
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DAY	Q4 ITEM	Q5 COMMENT	Q6 EMOTION FELT	Q7 RELATED TO	Q8 LINK TO SELF	Q9 LINK TO INCOME	Q10 OVERALL FEELING
MON	President's stern call to senior staff	Dialogue is a better approach. Real	It is out of selfishness corruption and	Some earn much and do little	No	It will help improve roads	This debate is healthy for

	t accept less pay or face sacking	problem is corruption and wastage	inequality should be eradicated	others d much and earn little		for business	development
TUE	Nandi accident killing 15	Caused by corruption in Police and irresponsibility by owners and passengers	Big loss to families and communities	Has been happening causing many losses of life and immense wealth	Some of my own relatives have had their limbs amputated and some orphaned	My business colleagues also affected or their relatives	Sympathetic
WED	Defiant UASU paralyze university learning	There is a discontent. It is very expensive to students and government	It makes me unhappy. Lack of dialogue is affecting students of poor Kenyans	Many causes of protests in public organizations	I have some relatives who are students now wasting time and resources	Those who do business at university now face downfall	Government has to be proactive
THUR	Fuel prices up Kenyans are complain of high cost of living	Fuel prices and prices of many consumer good should be safeguarded many Kenyans are poor	Disappointed prices will go up	When fuel prices are up and down it causes instability of business	People will not afford	My travel and transport of goods will cost more	Government should ensure that necessities are affordable
FRI	Bank rates may lower	Young entrepreneurs may seek credit	Happy business may thrive	Many Kenyans have avoided borrowing	Some relatives rely on donations They remain in poverty	I myself would borrow credit	Optimism
SAT	Former minister Kimunya being grilled and handcuffed	Corruption can be eradicated with prosecution	Encouraged sanity can be entrenched	Many others are suspects but not been prosecuted	Some relatives brag of being senior police officers	No	Optimisms life may be better in days ahead
SUN	Wage Bill call for nominated leaders to be done away with	Debate healthy but not to mutilate the constitution	Mixed reactions	There is a lot of inequality between various members	No	No	Optimism there will be a clear way

MWALA- CURIO SHOP OWNER- ITEM

DAY	Q11 ITEM2	Q 12 THOUGHTS + FEELINGS	Q 13 LINK TO SELF	Q14 RELATED TO	Q15 OVERALL THOUGHTS	Q16 TV + KEY ISSUES
MON	Lost Malaysian	I am praying for them	No	No	Care for others	Yes wage bill

	plane					cut and others
TUE	Laptop project cancelled	Government must ensure no money stolen in scandal	Delay undermines government pledge and shows things are not working	Relates to rail tender which is also under scrutiny	Parliament and arms of Government must support president on wage bill	Yes. Issues of interest to citizens
WED	Missing Malaysian plane	Optimism that it will be found to relief relatives	No	No	Optimism to have strike called off and lost plane located and rescued	Yes. If media focus on key news items affecting daily lives
THUR	Standoff Ngilu and NLC it will delay issuing of title deeds	The two must swallow their differences and provide much needed services	Our parents have been unable to secure title deeds due to bureaucracy	Some standoffs in the counties eg issue of health workers and that of administration	Government need keep cushion workers on cost of living	Yes
FRI	Diaspora disappointed say it has been sidelined	Jubilee doing business with east but diasporas is in the west	This will lead to little remittance from Diaspora	No	Government should ensure that all stakeholders especially international are all incorporated	No
SAT	SACCO face collapse with new Act	Turnover ceiling should be lowered to nurture upcoming entrepreneurs	No	No	Optimism and hope	Yes
SUN	Malaysian plane and Ukraine vote	To have a peaceful transition if Russia and Ukraine will merge	No	No	optimism	Yes

MWALA- CURIO SHOP OWNER- ITEM 2

DAY	Q4 ITEM	Q5 COMMENT	Q6 EMOTION FELT	Q7 RELATED TO	Q8 LINK TO SELF	Q9 LINK TO INCOME	Q10 OVERALL FEELING
MON	President speech	CBOs and	There will be hope for	No	No	Yes with fund	Relieved some of tax too

	salary cuts	communities will benefit some % to go to them	development economy will be fair to common mwananchi			projects, carried out unity will be achieved	high community will benefit
TUE	Mixed reactions of cancelled laptop tender	Tendering must offer value procurement board id good work	Hopeful country may have been losing billions	Yes government projects in past huge amounts wasted	No	No	Savings be followed by checks to ensure accountability in spending
WED	Former premier travels to US. Seen as taking a political break	A good sign./ he is seen as a reformer and credible leader for our country	A healthy break after bangled ODM elections. I will energize him	No	No	No	There need to have been more debate on wage bill
THUR	Debate on if Mary wambui will be nominated for lack of qualifications	Infighting may lock her out. Seems like from differences with Lucy	No specific emotion	Yes. Elections are fierce women fall victim of the battlers	No	No	All structures should ensure fairness to all parties
FRI	Seeing former minister in hand cuffs a guide of how to fight corruption	Hope. To see others in court over billions lost in government	Happy about it	Yes. Many former leaders have immense wealth through corruption	No	No	There is hope in fighting EACC needs to be strengthened
SAT	Amani wants to leave Jubilee says government is unable to tackle challenges	May be a tactic for incorporation into future plans	No	No	No	No	-
SUN	MPs push to amend constitution to remove special seat and nominated seats	Soberness needed there should not be mutilation of spirit and letter of constitute	No	no	No	No	Should be a balance truck recurrent a no expenditure

MWALA- CURIO SHOP OWNER- ITEM 2

DAY	Q11 ITEM2	Q 12 THOUGHTS + FEELINGS	Q 13 LINK TO SELF	Q14 RELATED TO	Q15 OVERALL THOUGHTS	Q16 TV + KEY ISSUES
MON	Kisii University	Cause- high field attachment	No	Yes. Strikes in secondary	Presidents speech god	No

	students strike	fees and no consultations		schools ion fees and poor school maintenance	Strikes shows Kenyans are suffering	
TUE	Shabesh withdraws case	Portrays good political understanding	No	Yes when leaders keep fighting it delays deed	Optimism of accountability is enhanced	Yes
WED	Lecturers strike in spite of court order shows disobedience and lack of dialogue	Ministers must move quickly to save time and resources	No	Yes strikes are caused by failure to keep promises	Mediation should be encouraged	Yes
THUR	Ministers for lands and he NLC tussle	May derail services to the people eg issue of title deeds	Yes- some community members awaiting title deeds	Yes similar tussle between national and county government	There is need to harmonies	Yes
FRI	Resigning of health workers in many counties	This signals danger for the poor in the country	Yes, many of us will lack health facilities	Yes, it has been a healthy debate. A solution is needed	Government must awaken to ensure services	Yes as these issues
SAT	Kalonzo asks coast leaders not to form their own party	True but Cords future depends on ODM unity	No	No	Keeping coalition is important	Yes
SUN	Ntimama to join TNA	There is a plan to weaken the opposition	No	Yes. There have been defections from ODM	Presidents party preparing for reorganization	yes

DAY	Q4 ITEM	Q5 COMMENT	Q6 EMOTION	Q7 RELATED TO	Q8 LINK TO SELF	Q9 LINK TO INCOME	Q10 OVERALL FEELING
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			FELT				
MON	Wage bill debates salary cuts will result to more development	Cut salaries for our benefit	No	No	Yes. Need of expansion of our business firm	Yes, agriculture projects recently started	My question answers
TUE	Nandi accident that killed 15, so sad	Something should be done about road accidents	It is so sad to lose so many people which could have been avoided	Road accidents high in our societies	No	No	Government should stop fooling us on laptops
WED	Lecturers strikes starts they are so bitter	The lecturers should be paid for the sake of students	No	Yes. Several workers have been going on strike	No	NO	Government should stop this playing with workers
THUR	Hands CS failing to work with the hands commissioner	The two should come together and work things out	No	Yes, some leaders not willing to work together	No	No	Need for unity for dew
FRI	Nominated elders (MPs, MCAs) to resign	No need of resigning. They are fulfilling a responsibility	No	No	No	No	Wage bill affected by unnecessary jobs in country
SAT	Former minister Kimunya arrested for misuses of office	Need of the arrests. Government offices should not be misused	No	Yes several persons taking advantages of offices	No	No	A good move for the courts
SUN	Health workers resigning over transfer to county governments	Patients are going to be affected. Government and counties should solve	Yes discontentment	No	No	No	County government to address issues

Mwala- CBO- item 2

DAY	Q11 ITEM2	Q 12 THOUGHTS + FEELINGS	Q 13 LINK TO SELF	Q14 RELATED TO	Q15 OVERALL THOUGHTS	Q16 TV + KEY ISSUES
MON	Missing plane	Sympathize with family members and friends of individuals in the plane	Yes. It is so sad as a family member of us to go missing	No	News were so challenging as salary cuts and university students strike	Yes
TUE	Issue of missing Malaysian plane no information on its whereabouts	The government needs to do extra in funding the plane	Yes. My kids need to learn with computer	Yes. Failure of the government projects to furnish or taking too long	There is something the government is not telling concerning the laptop tender	Yes
WED	The missing plane the cattle disease outbreak in Laikipia	Ministry of livestock should do something about it	Yes. The disease may spread to many area hence affect my livestock	Yes. Several pests and diseases are affecting our society	Government has failed to handle the issue of strikes	Yes
THUR	Kenyan Steve Obbayi preparing to climb Mt Everest	There is need for determination as Steve did	No	No	Minister for lands should work out issues for benefits of kenyan	Yes
FRI	The missing Malaysian plane not found yet	Issues of hijacking comes in	No	No	Some politicians are beyond the issue of demand for MCA and nominated MPs	Yes
SAT	Body found with its private parts missing	This will bring questions about where we can take bodies if such things are happening	Yes	No	Something should be done about the new Sacco acts	Yes
SUN	Nyandarua governor launches 1000km road for farm produce	Yes. If introduced to my county may also help my family	No	No	Kimunya case should be taken seriously	Yes

Mwala- CBO- item 2

DAY	Q4	Q5 COMMENT	Q6	Q7 RELATED TO	Q8 LINK	Q9 LINK	Q10 OVERALL
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	ITEM		EMOTION FELT		TO SELF	TO INCOME	FEELING
MON	The mystery of Malaysian plane	The loss of the Malaysian plane can be a great surprise to world	I felt sympathy for those who had their families on board	No of late I had not head of a plane that went missing	No	No	Empathy for those who had their families, friends on board
TUE	Thee pay cut debate	Highest job group earners should go for the pay cut	Yes. Kenyans should have a feel for the others	Yes lowest earners live in poverty life	Yes	Yes	We Kenyans should have a feel for the others
WED	The laptop project cancellation	If things were done properly orderly pupils should have accessed compensation	Yes. Government does not follow the right weay of doing things	Yes. In most cases, things are not done in the right way	Yes	Yes	Patriotism we should be willing to do good always for the country
THUR	Dispute between NLC and the cabinet secretary	Chairman of NLC should seek aside their differences with CS and work for mwananchi	Yes. Different ideologies of our leaders will lead to mis achievement of national goals	Yes. Differences in ideologies will never take this country far	Yes	No	We should be willing to work for this country and set our differences aside
FRI	Malaysian plane missing for several	International agencies should come in search of the pan	Yes. Empathy to the affected	No	No	No	A friend in need is a friend in deed
SAT	The arrest of Kimunya Amos	Most of our leaders do fishy deals that end benefiting themselves	Yes most of our leaders are corrupt	Yes. The rich people in our society is ill gotten through shady deals	No	No	Honesty will never be practiced by our leaders
SUN	The pay cut that affected wage bill	Some commissions in the constitution are not necessary	Mwananchi ends up paying unnecessary taxes	Yes. The lowest earners live in poverty life	Yes	Yes	Some jobs created in the contribution are created unnecessarily

DAY	Q11	Q 12 THOUGHTS +	Q 13 LINK TO	Q14 RELATED TO	Q15 OVERALL	Q16 TV + KEY
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	ITEM2	FEELINGS	SELF		THOUGHTS	ISSUES	
MON	Presidential calls to reduce salaries to lower wage bill	Highest job group earners should agree to 20% reduction of their salaries	Yes		Yes highest paid servants live in lavish life while poorest paid servants live in poverty life	We should have feel for others and change our attitude	Yes at some point
TUE	Teacher- laptop project cancelled	There was a corruption element in the lap top project	No		No	The reliaiyt of things should come into existence	Yes at some point
WED	Lecturers strike there has been numerous strikes all over time	Issue of strikes in Kenya should be addressed once and for all	Yes		No	Problems in this country never address properly	Yes at some point
THUR	Malaysian plane that went missing	The plane might have been hijacked. I felt empathy for those with issued ones on board	No		No	Team spirit can make this country move in terms of development	Yes
FRI	Lecturers strike that was on going	This issue of strikes should be addressed once and for all	No		No	High bank rates will make farm machines cost high price	Yes at some point
SAT	Malaysian plane that went missing	The plane might have been hijacked somewhere Empathy to families	No		No	Honesty will never be practices by most of our leaders	Yes at some point
SUN	The arrest of Amos Kimunya	Most of our leaders have ill gotten health through malpractices they will never practice honesty	No		Yes. The rich also cry	Democracy is on trial	Yes at some point

Mwala- fruit farmer Ii- first item

DAY	Q4	Q5 COMMENT	Q6	Q7 RELATED TO	Q8	Q9 LINK TO	Q10 OVERALL
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	ITEM		EMOTION FELT		LINK TO SELF	INCOME	FEELING
MON	President call for pay cut or jack to ensure money for development than salaries	If more spared for development proposed fruit produced programmer as a farmer may have	Hopes are high for development if government effects its word	Yes, many paid lump sums and not deliver services to citizens	No	Yes. If more development local roads for my fruits which get spoilt due to lack of market	I am encouraged that life may get better of more dev
TUE	The pay cut debate	Highest earners should go for pay cut	Yes some people love themselves than others	No	No	No	We should practice patriotism
WED	Lecturer's strike	Issues of strikes in Kenya is never addressed well	Yes government should address this matter once and for all	No	No	No	Burning issues are never addressed well
THUR	Malaysian plane that went missing	The plane might have been hijacked at some point	Yes empathy for those who had their loved ones on board	No	No	No	Our leaders should us management roles in their organizations
FRI	Malaysian plane that went missing	It might have been hijacked somewhere	Yes empathy to the affected and those who had families on board	No	No	No	We have bad governance in our country
SAT	The missing Malaysian plane	Hijacking might have happened somewhere	Yes empathy to the affected and their families	No	No	No	The world is getting cruel day by day
SUN	Malaysian plane that went missing	Hijacking might have happened somewhere	Yes empathy to the affected and those who had families on board	No	No	No	Deaths are happening every where all over the world

Mwala- fruit farmer – 2nd item

DAY	Q11 ITEM2	Q 12 THOUGHTS + FEELINGS	Q 13 LINK TO SELF	Q14 RELATED TO	Q15 OVERALL THOUGHTS	Q16 TV + KEY ISSUES
MON	Fish farming in outskirts of NRA farmer with many ponds suppliers fish to supermarkets	All is possible with skills and capital. It is a great encouragement to me and my colleagues	Yes demand for fish growing I may wish to think o investing in it	No	Great potential of citizens at community level one involved	Yes
TUE	Laptop project that was cancelled	There was no transparency before it was cancelled. It should have been practiced before the start	No	No	Working as a team will faster development of the country far	Yes but at times
WED	Malaysian plane that went missing	It might have been hijacked somewhere	No	No	Politics will never cease and things and things are never done correctly	Yes but at times
THUR	The pay cut debate	Highest earners should let pay cut of their families	No	No	Our leaders should lead by example	Yes but at times
FRI	Lecturers strike	Issue of strikes in this country is never addressed properly	No	No	Our leaders should lead by example	Yes
SAT	Lecturers strike	The issue of strike is improperly addressed	No	No	Everything in Kenya is politicized	Yes but at times
SUN	The pay cut debate	People have become lovers of money and themselves	No	No	The economy of this country is doing badly	Yes but at times

Mwala- fruit farmer – 2nd item

DAY	Q4 ITEM	Q5 COMMENT	Q6 EMOTION FELT	Q7 RELATED TO	Q8 LINK TO SELF	Q9 LINK TO INCOME	Q10 OVERALL FEELING
MON	Kissi university student's strike	Student unions had a right to refuse increment of attachment fee	No	No	No	No	University + ministry should address the issue
TUE	Miisngplane Teachers address issue of Laptop cancel	Government should address the issue of the tender	No	Yes some government promises not being fulfilled	No	No	Government is hiding something
WED	Lecturer's strike kicks off	Lecturers should be paid their dues	Yes where could the plane be?	Yes there are strikes with workers not being paid their money	No	No	Government should address the issue of lecturers strike
THUR	Missing plane	Matters should be addressed urgently	No	No	No	No	Sad about the plane issue
FRI	Strike still kicking saccos may collapse because of sacco act	Government should address issue of lecturer's strike	No	No	No	No	Saccos may collapse students will be affected by strike
SAT	Kimunya gets arrested because of misusing the office	That was good	No	No	No	No	Those misusing offices should face the law
SUN	Nominated leader to resign- MCAS Mps	No need to resign. Actually they have responsibilities to do	No	No	No	No	Some politicians are behind the matter

MWALA- CBO II- ITEM I

DAY	Q4 ITEM	Q5 COMMENT	Q6 EMOTION FELT	Q7 RELATED TO	Q8 LINK TO SELF	Q9 LINK TO INCOME	Q10 OVERALL FEELING
MON	Muslim leader complaining of harassment of colleagues at Kasarani	That is only creating enmity towards other religious grounds	Yes war might break between the two side – Christians and Muslims	There is hatred in the society either tribal or religions and its like a time bomb	Sometimes	No	If government can't solve this problem who will. Their clock is ticking
TUE	The death of osinyo mother. I saw political leaders talking with one voice on security	We need to unite on issue of security and set aside political and ethnic differences	Yes because we are living like enemies because of our political differences that divide us into ethnicity	Yes we are not sailing in the same baot because of our political if ethnic background	Somehow yes	No	If we will not speak one language enemy will take advantage
WED	The passing of police recruits who will boost the country's security	I concur with the president he must stand firm on issues of security. Kenya must remain as a peaceful country	No because terrorists are criminals are derailing our development	Yes, the communities tests in fear. They don't know when , where will strike and kill	No	Yes insecurity slows development of any project you can't make cash	At first it made me feel sad but at end top is made me laugh (how alcohol does to people)
THUR	The Makaburi killing the man had predicted his death	The government has all machinery to flash out terrorist but is reluctant let government tell reality	Yes who will revenge baby Osinyaof government cannot? Terrorist roaming our mother land and we are walking in fear	-	No	Yes, the sponsors of the project are fearing to come because of their security	Kenyan security is fragile especially for poor when night occurs anybody with family on his own
FRI	Road leading to funeral home blocked businessmen preventing picking of the body	People are jealousy of others. We are in a free country and one should go about business without interference	Yes, if we cannot support others or one another in business we cannot show good neighbourhood	Yes, it is jealousy	No	No	We need to embrace brotherhood to successes
SAT	Arrest of people	Government is doing a	Yes. Where is our	Yes in fact now	No	Yes our business	Kenya has

	from Eastleigh they are being taken elsewhere for more interrogation	good job tough we need to be tough on our borders traffic police should be blamed they are just after money	country heading if the security we are believing on is letting us down?	corruption is the order of the day		has gone down people don't have money	become very expensive to live in of at all you are not stable
SUN	Digital migration case court ruled in favour of 3 media houses	Courts should rule in favour of media houses so that monthly fees can be reduced	Not at all but I support the local media so that the monthly fee can be reduced to an affordable rate	This is the prayer of the local mwananchi	All aired news concern me and my family	When there is good security there is good development/ income generating activities	The life we are living is very expensive

KOCH CBO- MALE 2/4/2014-8/4/2014 ITEM I

DAY	Q11 ITEM2	Q 12 THOUGHTS + FEELINGS	Q 13 LINK TO SELF	Q14 RELATED TO	Q15 OVERALL THOUGHTS	Q16 TV + KEY ISSUES
MON	Death of MCA shot by gunmen he was shot in cooled blood	Security is the biggest problem in Kenya people have died and we have police, it is so painful	No	Yes, people all over the country are crying because they everyday lose their loved ones cause insecurity	-	-
TUE	The KTN conversation name tide of terror Muslims netted were running away from truth and blaming police on judicial killing	Let truth be told and Muslims should not stay in denial let them accept that their people are endangering the lives of Kenyans	-	Yes, Muslims are cruel where in these communities. It is important to know who surround us and what he is up to	We are living/ stepping in a time bomb but we don't bother about it. It can burst any time to destroy live	Yes they are being discussed but not much. we need to include people living in grassroots they may have solution
WED	Mututho to come with other ways of curbing Miraa users	It is a good idea. It will make people to concentrate on their work	No	Noyes youths have engaged themselves to taking miraa that also lead to crime and things that make community complains	Youths can earn income from activities which also bring development rather than selling miraa	Yes most on how youths can engage in development activities for income
THUR	The kirinyaga school parents withdrawing their children because the child was punished to death	Withdrawing not solution. Let law take its cause to punishing who caused the death	Yes, I work with children and have my own. I put myself in their shoes we must be concerned of their foundation and where they go	Yes, children have been punished to death. That's is why government withdrew caporal cain in our schools	In human	Yes but we need to talk about it with sober mind and honesty
FRI	The bullet of love. The AP was about to kill his lover accusing her of cheating she was injured	Lets us not take the law in our own hands let us consult on any issue that we feel might create tension	No	Yes, 'mipangoyakando' is the order of the day	A man for himself while god is for us all	Obvious and especially the positive development in slum not negative all the time

SAT	About 365 day the jubilee government has been in office 90% of promises not fulfilled latest laptops	Government is playing with its citizen mind. They will not implement this promise as they had promised	Yes, I cannot be able to feel my family every food has been hicked in price. If promises were genuine life cold have been afford	Everyone complaining . government has made cost of living expensive	-	-
SUN	The Kisumu youth have developed a strategy of benefiting themselves without waiting for government to provide for them	We need to copy or learn from the Kisumu example so that we can develop our community	Yes		-	-

KOCH CBO- MALE 2/4/2014-8/4/2014 ITEM I

DAY	Q4 ITEM	Q5 COMMENT	Q6 EMOTION FELT	Q7 RELATED TO	Q8 LINK TO SELF	Q9 LINK TO INCOME	Q10 OVERALL FEELING
MON	It was when is aw Otongolo narrate a poem to the president	Was very good	No		It relates to the personal	In incomes I am a teacher last time teachers strike salaries were advanced	It feels good at the same time you feel bad because you get to know what is going on in places
TUE	News about election violence in 2007 resulting in deaths and IDP	That was shameful and should learn to love and respect each other in order to maintain peace	Yes. I feel pity and pain when I remember or see any person that was affected in the violence	Yes. Hard life for ordinary Kenyans	Yes. It lead to my uncle becoming disabled and 3 of my relatives died in the tragedy	Yes. It affected our income since our equipment were destroyed so we farm a little portion	I have a feeling that god is going to fight for us and he will never leave us perish
WED	The digital migration . The court is considerate t the people by postponing migration this giving them more time to buy digital boxes	I believe 805 of Kenyans cannot afford digital boxes and the monthly boxes	Very sad. Television ahs been our main way for information so if they digitize, we'll be left out	Yes. The country wants to develop and get digitized but its costly for most of us	Yes because we will have to pay more for our daily needs yet the cost of living is rising	No	Am both happy and concerned for those who cannot afford digital boxes. For those who can afford the migration is positive
THUR	Four people with guns	Just how the police did	No because they used to harass people	Yes. Because there were cases like those	No	No because I am a business woman	Happiness of understanding about our country
FRI	An administration officer involving himself in stock theft	The officer should be charged and dismissed from the service	Yes	It gives us both post and present ones eg deputy president skipping ICC hearing	It reminds me when our cattle were stolen and not recovered up to date	no	It keeps me with many questions waiting to know what will happen next
SAT							
SUN							

**APPENDIX VIII: SUMMARY OF RESPONSES SUMMARY OF RESPONSES
IN KEY CLUSTERS**

1. MOTIVATION FOR VIEWING

(i) Diary Responses

- To be conscious of what is happening
- To be updated
- To know what is happening in the country
- To be informed about the politics of the country
- To know areas of weakness that may hinder our country's progress
- To be updated of the day's events in the country
- To know what is happening in the stock exchange
- If it is morning, to know what is to happen in the day
- If it is evening, to know what happened in the particular day without your notice
- To be updated on what is going on in the country
- To follow up on developing stories
- To know what is knew in the happenings of the world
- I am watching to know good and bad news
- How the government is serious on the issue of security
- To know of the success of a young boy who is a Likoni victim who has been living with a bullet in his head
- To see how the operation on people without identity cards is being carried out

- To hear the majority leader Aden Duale claim that he will resign to join other people protesting the treatment of people supposed to be in the country illegally
- Have not watched or listened to any news the whole day and therefore I' am so anxious
- I am still anxious about the Malaysian plane
- To be updated on the happenings of one's surroundings

(ii) Indepth Interview responses

- To know how things are going on in the country
- To know what people are saying about what is going on
- To know how business is doing
- To know how politics is doing. Politics determines development
- I like to watch news to be informed
- To know more about what is happening in the country or outside the
- I want to be educated
- To know what matters are arising in our country
- To be entertained
- To know what other changes I as an individual need to make
- To know what efforts are being made to make sure that our country is running well
- To get the latest updates
- To try to understand what is going on
- To know what is going on. It is good to stay with your mind open and stay in doors and you are not aware
- To get news about this business of mine of selling vegetables

- I watch news and it gives me something to converse with my customers
- To know what is going to happen
- To know what has already happened
- I watch news to be entertained

(iii) Focus Group Discussion Motivation responses

- News that encourage
- Future news
- Development news
- Change news
- News that empower

(iv) Thoughts on motivation responses

- The viewer senses that the country has been set on a direction for change. He or she is keen that this takes place. The fleeting encounter is a unique place for him or her to receive news of the status of this expectation. Do the events of the day show signs of forward movement, of static or of regression. In addition, in several responses in all the three generations of the research (the diary phase, the in-depth interview phase and the focus group discussion phase), an artery expectation in the viewer is for an inner change in those who can spearhead change as well as change in everyone else. Two key motivations as the viewer moves in to the encounter are that he or she looks forward to receiving news with a signature of heart change – heart change news as well as change news from the change motion frontier.

- The responses across the three generations show that these changes are not forthcoming. This is the key cause of the emotions that the viewers describe as being produced in them at the encounter.
- Some of the viewers blame the television channels for this failure. For some, the media anchors its orientation from a past (some specify the outcome of the last general elections). They say they accepted the outcome and moved on but the media is stuck to that past. Others say the television channels would have helped if their spotlight is on solutions towards change and the future. If the channels had such a focus, they would be able to bring in other kinds of players apart from the politicians and even when they engage politicians, to draw them into the discussions for solutions and the future. Others accuse the television of being dishonest and deliberately avoiding to spotlight on root causes of the country's problems. A related motivation to the first one then is that the television channels move to the societal change frontier.
- In the story of present and past of the country, the viewer sees heroes and villains as events play out daily in the country in a continuous dramatic conflict. This story of the past and present provides a gravitational attraction to the viewer with each event having the fingerprints of this conflict. The viewer each evening goes to the encounter expectant that the story moves forward. There is pain and pleasure as viewers watch their heroes performance in the conflict and in the story. This is the aesthetic motivation in the television viewer.
- There are news of individuals and events that have a social entertainment value. The viewer looks forward to watch interesting gossip-like news of

some individuals in society. It is interesting that those who are not too passionate about the country and its direction find the political conflict also entertaining “as the politicians tear into each other.” This can be referred to as the humour aesthetic motivation.

- Knowing what is going on seems to be important for those dealing with others. The Kibera grocery shop owner uses it to strike conversation with buying customers. The Kiambu civic educator uses news incidences to illustrate points in his training. The Kiambu research participant briefs his wife over what was in the news after the bulletin as the wife was busy and was unable to sit down and watch. These are possible motivations – a self identifying motivation to customers and publics, an imperial expansionist motivation of worldview, a leadership role motivation
- There is the motivation to watch news as part of a personal alert watch-tower of dangers and opportunities.
- A motivation to know of weaknesses that may hinder the country from moving forward.
- To see how the situation in the country is defined by the events that have taken place during the day based on a motivation for a re-defining of the situation in politics, business, and development.
- Research partners say television news mainly just focuses on politics and brings very little news on development.
- To satisfy a curiosity for breaking news and their subsequent echoes.
This is a breaking news curiosity motivation.

- There is a motivation to know how different people are explaining events that take place in the country. This then is a motivation to gain greater understanding of events in the society.
- For some of the research partners, information on people of their own ethnic identity in public glare is sought. This may be referred to as an identity defense motivation.
- To be taken to places that would be normally out of bounds or far removed from the viewer and to see what happens as if one was there. This can be referred to as a motivation to break- in into inaccessible places where something major is happening
- The motivation to witness in detail what really happened

The above responses can be further clustered as follows – They are the motivations that the research partners have for watching television news.

(i) Change News Motivations –

- Country change frontier news
- Heart change news
- Solution news
- Root cause news
- Hindrance to change news or weakness news
- A re-definition of the situation news
- Key economic artery change news
- Future focused news

(ii) Self Identity Motivations

- For use in self identification to important others

- An identity defense motivation
- To be built
- To have the mind opened
- To have a watch tower alert (for competence and safety, for shrewdness)
- To use for self expansion through influence of worldview

(iii) Breaking News Motivation

- Curiosity about what has happened
- To witness in detail what has happened

(iv) An Eavesdrop Motivation

- To break-in and be present into inaccessible places
- To listen in into how others are explaining events
- To witness in detail what has happened

(v) An Aesthetic Motivation

- To follow up the country's real life epic story
- The aesthetic of humour
- The aesthetic of entertainment

These are the clock ticking expectations and inner drives in the television viewer as he or she sits at the encounter with in coming television news. They craft a multiple, a five dimension motivated viewer who moves to the encounter stirred by these drives. They are either gratified or not gratified in each encounter as well as in the montage of continuing encounters. The motivation of change news, self identity motivation, a breaking news motivation, an eavesdrop news motivation, and a desire to experience an aesthetic produced by individual television news sub-genres.

But in these motivations too, one constructs an interesting television news viewer type, who moves to the encounter. It seems then that there is a change preoccupied viewer type, a self identity centered viewer type, a breaking news seeking viewer type, an eavesdrop viewer type, and an aesthetic seeking viewer type.

Furthermore, one also reads in these motivations the kind of news content that the viewer expects to come to the encounter. The five would form an essential part, an iconic part of an ideal typology of the television news' hypertext. A comparison with the typology of what the viewer documents as receiving and reactions to the gap or otherwise between the expectations and that which the incoming news brings becomes an important reading of the hypertext. In other words, the gap or lack of it gives the hypertext a specific feature as it comes to the viewer.

How is all this to be interpreted along the theoretical analytical frameworks mentioned in Chapter Three?

The key approach of the analysis of motives for watching television news is the use of both the literal meaning given by the research partner as well as the inferred meaning of each key word. In semiotic analysis, there is the denotative and the connotative meaning development strategies and both have been applied in the above constructions of motives for viewing television news.

Finally, this analysis of motives directly provides a fruitful explanation to one of the current study's seven objectives – To investigate viewer motives for watching television news. It was also meant to provide a window to part of the different rain ball colours of types of news viewers, which is another research objective. In addition it was supposed to help examine the concept of television news as a complicated

hyper-text in that even as the viewer watched in coming news, he or she had at the back of his or her mind that which he or she hoped for. This would then help to examine the hyper-text as content that satisfies or frustrates viewer hopes. Another of the seven research objectives was to examine the important dimensions of television news as hyper-text.

This concept of viewer hopes may or may not be indicated in the types of news selected by the viewer at the encounter during the seven days of the diary phase of the inquiry. An analysis of what the viewer selected as important along the news presented is given below.

2. TYPE OF NEWS SELECTED AS IMPORTANT BY THE VIEWER

This is a brief summary of the television news that the research partners selected in the seven days diary filling phase of the research. For each day, a research partner would document two of what he or she considered to be the most important news items from his or her own point of view.

- International news
- Activities that paralyze (in regard to advance of society change)
- Spot news (accidents, infernos, a murder scene)
- Drama of moral outrage
- Collective punishment action news
- Solution news
- State power news
- Political polemics news
- Problem solving and innovation news
- The macabre news

- Crime news
- Funny story news
- Pain stories

These could be constructed around the following clusters –

(i) Spot News/hard news/breaking news

(ii) Country's Change News

- Activities that paralyze change news
- Solution news
- Problem solving and innovation news
- People action news

(iii) Moral Outrage News

- The macabre news
- Crime news
- Moral outrage news

(iv) Human Interest news

- The funny story news
- The pain story news

The viewer seems to have selected along four priority clusters of news types – spot/hard news/breaking news; country change news; moral outrage news; and the human interest news.

In terms of the analytical frameworks discussed in Chapter Three, these responses and their categories have been analyzed along a simple genre analytic approach that focuses on content rather than structure. Each of the four clusters is differentiated by type of content.

Finally, the four clusters are fruitful explanations of another of the research objectives – to investigate viewer rating of television news genres, sub-genres and their hybrids. In this research all the four clusters describe different sub-genres. In addition, one of the clusters is on change news and directly responds to the research objective – to investigate viewer and news interaction in regard to change thoughts and feelings.

As was the case in the analysis on viewer motives, the analysis on type of news selected also speaks somewhat of the kind of viewer along the news that he or she prioritizes. It has relevance to the type of viewer research objective.

On the other hand, these sub-genre clusters may very well be an explanation for the feelings generated in the viewer as he or she experiences the in coming news at the encounter. The following documents and analysis the emotions that each viewer documented during the encounter.

3. EMOTIONS PRODUCED IN THE VIEWER AT THE ENCOUNTER

- Fear
- Hopelessness
- Helplessness
- Amusement
- Sadness
- Disappointment
- Incomprehension
- Disgust
- Pity
- No emotion
- Satisfaction

- Amazement
- Fright
- Left wondering
- Insecure
- Worry
- Desire for change
- Empathy
- Hope
- Encouragement
- Feel good
- Anger
- Hatred
- Bitterness
- Unhappiness

These could be placed under the following clusters of emotions –

(i) Hope Related Emotions

- Hopelessness
- Helplessness
- De-motivated
- Desire for change
- Hope
- Encouragement

(ii) Empathic Emotions

- Pity
- Empathy

- Unhappiness
- (iii) Fear Related Emotions
 - Fear
 - Fright
 - Worry
 - Insecure
- (iv) Intrinsic Gratifications Emotions
 - Amusement
 - Satisfaction
 - Feel good
- (v) Emotions of Surprise
 - Incomprehension
 - Amazement
 - Left wondering
- (vi) Extreme Emotions
 - Disgust
 - Anger
 - Hatred
 - Bitterness

These are six emotion clusters of viewer experiences at the encounter – hope related emotions, empathic emotions, fear related emotions, intrinsic gratifications emotions, surprise emotions, and extreme emotions.

Apart from the intrinsic gratification emotions cluster, the other five have negative emotions except the emotion of hope and encouragement in the first cluster of hope

related emotions. It seems that, the encounter produces negative strong emotions in the viewer.

In the analytical framework of rhetoric in Chapter Three is Aristotle's construction of the concept of pathos – feelings aroused in audiences in public communication. The current inquiry asked the research partner to document directly what emotions were experienced within as he or she watched each specific item during the seven days of the diary phase of the research.

Finally, these clusters of emotions as noted earlier in discussion on sub-genres fit well with it. The sub-genres prioritized for selection by the viewer are the ones which produce these emotion clusters. On the other hand ability by in coming news to produce these different types of emotions is also a reflection of what kind of text the news is. These emotion clusters are therefore in addition a construction of a dimension of the hypertext in the research objective – to examine the important dimensions of television news as a hypertext.

The following is another construction of television news sub-genres

4. TV NEWS HIGH AFFIRNITY SUB-GENRES

- A happiness story
- A spectacle story
- Irony embedded news event
- Human tragedy sub-genre
- Horror sub-genre
- Grotesque sub-genre

These sub-genres of television news were constructed using both content and structure aspects of the genre analytical framework.

The sub-genres meanwhile are a fruitful outcome of the encounter investigation guided by the research objective – to investigate viewer rating of television news genres, sub-genres and their hybrids.

5. VIEWER'S ASSESSMENT OF TV NEWS ABILITY TO DISCUSS SERIOUS ISSUES

The research partners were asked if the television news was a good forum to discuss serious issues facing the country and the following is a summary of their responses.

- (i) It can because it utilizes it's advantages of a moving visual medium i.e
 - marrying seeing with explanation
 - bringing in details
 - bringing precision of meaning through non-verbal cues
- (ii) It cannot because it is biased (and fails to observe the canons of journalism) –
 - It is not open – it is closed, is stuck to one point of view
 - It is not impartial – it is partial, is biased
 - It is not truthful – it lies
 - It is not fair – it does not treat all sides equally
 - It is not frank – it hides

- (iii) It can to some extent depending on particular issues or a specific aspect of an issue

These are three different positions. The first argues that television news can discuss serious issues particularly because of its very technological advantage of a visual and audio real life capture. The second argues that television news cannot discuss serious issues because those who put together the news are biased and do not go deep into issues. The third position is that sometimes, television news is able to discuss serious issues.

From a critical analytical framework, the view that the media lies and is biased constructs a manipulative and therefore hegemonic media that is serving certain interests. The responses showed that those who thought the media lies and is biased were from both sides of the political affiliation. Critical theory argues that media in democracy can be quite critical of governments and current status but this at the same time gives hope to the citizens that change is possible. They fail to address the root cause, the business interest focus of the entire system and its pervasiveness in all aspects of life, in all other fields of nationhood with its simple free market battle cry.

Another aspect that constructs in these responses from a critical analytic framework is that of identity. You do not lie to someone whom you respect. On the contrary, you will lie to a person you either despise or you think is not so intelligent. Of course, you may lie to someone as a fun but this cannot apply to the media which is conveying serious issues. This then constructs for the viewer the identity of us and they – part of those undermining and hurting our self interests, part of those who are a hindrance to change. If as argued earlier this view was by research partners across the political

affiliation, the identity may be ethnicity, or that of change desirers as opposed to those who would conserve the status quo.

From a cultural studies perspective, an audience that discerns irony in a situation is deep going in thought. This is a very active audience. Similarly, the selection of the human tragedy sub genre, the horror sub genre, and the grotesque sub genre may demonstrate a sensitivity in the viewer in that his or her values are startled and aggrieved.

On the other hand there are those who stated that they found the reported stories of people there to be entertaining. Certainly, this could only be entertaining from a dramatic story perspective and from the advice that would come with the story rather than being entertained by the suffering of the victim.

This information is useful for the objective of examining the different dimensions of the hypertext, as well as the objective of investigating viewer and news interaction in regard to change thoughts and feelings. In addition it is also useful for the objective, to examine if in coming news stories fuse with viewer preoccupations.

6. ISSUES THAT THE VIEWER WOULD WANT IN THE TELEVISION NEWS

- Action problem-solution news
- Government performance news – in development, services, use of public funds, use of power
- Media highlighted news – security, corruption, national crisis issues
- Inclusiveness
- Cost of living issues
- Value scale performance and change in public sphere

- Grass root solutions
- Addressing poverty
- An incompetent government
- Economic spur
- Gendered politics

These can be placed under three clusters as follows –

(i) Action problem-solution news

- Cost of living
- Public sphere value change

(ii) Government Performance News

- In development
- Service provision
- Use of public funds
- Use of authority
- Economic spurs
- Competences

(iii) Media Story Line News

- Security
- Corruption
- National crisis issues
- Inclusiveness

They therefore form three clusters of prioritized issue areas which research partners as viewers say are important for television news to cover. They are action-solution news,

government performance news, and media story-line news. Each is constructed from the lenses of societal change.

The concept of change bedrocks these viewer proposals. At the heart of it, is change that is part of the spirit of the times – change that received it's momentum from Gorbachev's glasnost, to the collapse of communism and triumph of liberal democratic, free market economies. A change whose eye storm moved to Kenya with the multi-party movement and picked up earlier calls to change the country's first constitution, and a change whose momentum has not pitted off but continues to burn in the veins and capillaries of the men and women and youth of Kenyans towards a destiny unclear. We are a people of a destiny rather than an inheritance. Our heroes are not of the past but of the future. For us the present is already of the past as the desire for change burns.

Yet a critical analytical framework would say we have been deceived. A false consciousness has been constructed in us. Our believe in change, change towards a modernization and what they have in advanced countries fails to analyze our interlocked circumstances with global economic systems and our great place of disadvantage in them.

As always however, critical theory and analysis fails to provide a viable destiny and methodology to get there. It too therefore is at fault at our lack of clarity and sometimes at our state of psychosis.

Meanwhile, the next summary is on the kind of viewer mind engagement at the encounter.

7. TYPE OF VIEWER MIND ENGAGEMENT

- Inter-text thinking
- Brings his or her own political affiliation to the engagement
- Independent thinking from the news given
- independent thought construction but along the line inferred by the news item
- Agrees with the news item
- Unable to bring in the international context
- Brings in vision of change and development to the encounter
- Appropriation of the news line/theme taken by continuous news items
- Original thought
- An intelligent sensing of irony in the news event
- An exciting engagement
- An awakening engagement
- A building encounter
- Entertaining
- Interactive with thoughts and feelings of people in the news
- Those in the news are distant from you. You cannot ask them questions
- It is satisfying
- It is inadequate
- In some cases, you are faced with erroneous reporting
- The mind is opened to things you have not seen before
- It is to encounter a live happening

These could be clustered around five categories as follows-

(i) Independent Thinking

- Interprets news item differently from the perspective taken by the news
- Constructs from the news event a wish and vision of change and development for the country
- Sees through the news item and rejects it's position
- Inter-text thinking
- Still unable to bring in the international connection

(ii) Collaborative Thinking

- Agrees with the news item but advances the thought in the news
- Agrees with the news item and further interprets it along previous explanations or themes by previous news bulletins
- Brings his or her own political affiliation to the engagement
- An intelligent sensing of irony in the news event
- Inter-text thinking
- Unable to bring in the international context

(iii) Surrender thinking

- Agrees with the news item

(iv) A mind feel engagement

- An exciting engagement
- An awakening engagement
- An opening up of the mind engagement
- An entertaining engagement

(v) Communicative qualities of engagement

- Interactive with thoughts and feelings of those in the news

- Remoteness of interaction (those in the news are distant)
- Builds up the viewer (either empowers or educates suggesting equality in interaction or un-equal power relations)

These five clusters construct descriptions of the types of mind experiencing or mind engagement at the encounter. They are - the independent thinking type of mind engagement, collaborative thinking type of mind engagement, the surrender type of mind engagement, a mind feel type of mind engagement, and communicative qualities type of mind engagement.

One way of analyzing these types of mind engagement at the encounter is to use a critical analytical framework and to construct a power relations between the viewer and the incoming news. Two types of independent thinking category are proposed - first is a viewer who thinks independently about what has happened and develops his or her own thoughts different from the perspective given by the television news. Such a viewer assumes an equality with those who have put together the news. Second is a viewer who constructs a resistant perspective, having rejected what the news and its inner meaning concludes. Again this viewer has assumed an equality with those who have put together the news item. The quality of resistance is also an aspect of note in the critical analytical framework. Meanwhile, the collaborative thinking type of engagement also has two kinds of viewers along the power relations axis. It can be by a viewer who assumes a state of equality with the given of the incoming news and is therefore able to construct further from what is communicated. It can also be of a viewer who assumes a higher status than that of the provider of the incoming news. In this research one of the salient echoes is that of research partners who assume a higher status for themselves, higher than the politicians, higher than the media, higher in their belief and determination for change, higher in values than the leadership and

even the neighbourhood and community, higher in strategy and thinking. This is indeed a counter-narrative construction. Normally, one expects a population that is low in esteem and lacks confidence. It complicates the analysis when one looks at the emotions generated in the viewer by incoming news including feelings of hopelessness and frustration. It then means that these are not from a low self esteem. On the contrary, these are of viewers who are confident and only feel let down.

From these one may satisfy two of the research objectives inquiries – to describe different viewer types of television news, and to investigate viewer and news interaction in regard to change thoughts and feelings.

The next examination focuses on the context of viewing – context being an important component in qualitative research.

8. CONTEXT OF TELEVISION NEWS VIEWING

(i) Evening

- Family time and news watching as a family activity
- For some as a time for relaxation and rest
- For others news watching one amidst cooking, washing and feeding the children
- News watching as part of evening activities

(ii) Other television programmes watched

- Local comedies
- Local drama series
- Soap operas
- Reality comedy shows
- Nigerian movies

- Wildlife
- (iii) Days news is watched in week
- Daily
 - Six days
 - Five days
 - Four days
- (iv) Viewer's television news wish
- Development news
 - Hope giving news
 - Big events which have happened in the day
 - Political news of what the leaders are doing
 - Security news
 - News of investigated wrongs in the country
 - Infrastructural change news of roads and power
 - County news
- (v) If viewer television news wish is normally met
- This kind of news normally comes
 - This kind of news does not come

These are interesting responses and are relevant. They describe an evening context viewer, a regular viewer, one settling down to laugh/relax/to be entertained, one with a wish list of in coming news, one with a mixed history of the wish list being met or not met, the last constructing a satisfied or an unrequited viewer.

From the life logs, the research partners start the day at dawn and spend a very busy and tiring day. This again maps out the context of evening. For some particularly the

ladies, work does not stop when they come home. News is watched as a segmented block in the list of evening activities. Still for some, one snatches minutes during the news to rush to the kitchen or to attend to another evening chore. This too is part of the context for viewing, is part of the context for the viewer and news encounter.

In analyzing the above, critical theory seems to be relevant. The research partners describe their preference for local comedy and drama as well as for the Nigerian movies. One can argue that they identify with this content as part of their identity. Only a few years ago Kenyan media held the belief that viewers were interested in foreign productions and local ones would be despised until Citizen Television started investing in local productions. On the other hand, the same critical theory would pick up the gendered context of viewing showing the disadvantaged position of the women viewers and its consequences of poorer and anemic information itself resulting to inadequacy in public discourse and participation. Pierre Biendou identifies what he regards as symbolic barriers of participation in communication as education and class. From the above, this gendered viewing can also be said to be another symbolic barrier to participation. One of the research partners from Kiambu describes how although his wife has her own mind over who to watch or dismiss as a news maker, many times she has to attend to other chores in the house during the news and it is left to him to brief her over what was in the news. This in itself complicates matters even more in terms of power relations between the spouses and the ring fencing of the traditional man – women relations.

Of course the critical framework also speaks to this provision of entertainment by the media. It argues that media is deliberate in provision of light entertainment meant to lure the population to relax and go to sleep rather than question about the reasons and

rewards of their tiring day. They would then realize that the problem is systemic, global, historical, and extremely exploitative.

For this research, entertainment is an excellent function of media. Laughter and joy have a high place in the quality of life however defined. And evening too is an excellent time for such laughter and entertainment.

On the other, thought provoking programmes and programmes discussing serious national issues also excite the mind and are entertaining. Furthermore, even dramatic thrillers can carry content that entertains greatly. Bretch in Toby Cole (1961) argue that it is merely lack of talent to bring to public serious content in a way that is not interesting or entertaining.

Lastly, the soap opera preference of the research partners is also interesting.

9. PICTURE OF KENYA WHICH EMERGES AFTER WATCHING NEWS

- Of corruption
- Tribalism
- Selfish people
- Insecure and violence prone
- With challenges of inadequate food and water
- A country that is trying
- A country with a media that is dishonest and that avoids looking at root causes of problems

This is an interesting picture which viewers say emerges after watching television news. It is a master picture constructed by the news and internalized by the viewer. It is a master symbol that backgrounds the intense desire for country change and heart

change in the viewer. It also erases any chance of pride in past and present about the country and of any indigenous inheritance of a destiny. The viewer is however part of an inheritance of a destiny of an onward march to modernity. He or she has inherited a destiny and not imagined or visualized it.

Still there is a counter-narrative voice that the country is trying.

10. EMOTIONS THAT ACCOMPANY THIS PICTURE

- Sad
- Angry
- prayerful

11. NEWS TELEVISION SET METAPHORS BY VIEWERS

- (i) Informational cluster metaphors
 - Updater
 - Messenger
 - Elaborator
 - Microscope
- (ii) A change asset cluster metaphors
 - Mobilizer
 - Constructor
- (iii) Journalistic process cluster metaphors
 - Side mirror
 - News giver
 - Informer
 - Investigator
 - Microscope

(iv) Viewer empowerment cluster metaphors

- Advisor
- Teacher
- Passport
- Bridge
- Microscope

(v) Counter narrative cluster metaphors

- Liar
- destroyer

How are these to be analyzed against the analytical frameworks and along the objectives?

Apart from the counter-narrative cluster of metaphors of the television news receiver and therefore of the television news from the perspective of viewers, all the other four clusters are mainly tied to the country's change discourse. As will be seen later in an analysis of the vision that viewers have for the country, this change is mainly along a liberal democratic elite led country with voices of grass root participation. It is a change to construct what exists in the developed world and it is part of the global movement that started with the collapse of communism and a global surge of democratization. From a critical approach analysis the change they are looking for cannot come, cannot be realized. Yet the modernization process started long before. Renaissance, the industrial revolution in Europe, the enlightenment discourse, the modernization of rural life in the United States, colonialism and the post-colonial vision in Africa and the rest of the third world, are all past high voltage waves of modernity, all with current under-currents. There is now a current high tide of this modernity, moving at an intense voltage and which is all pervading. The research

partners in this inquiry have been drawn into the spirit and thirst of this tide for some years now and have themselves become agents of it. They have become agents and proliferators of modernity.

Is it wrong? Is it inevitable? Are there other explanations for the hungry desire for change in the research partners, in the news viewers?

Today, there is one comprehensive worldview of the direction that a country, a society, and an individual ought to follow to pursue the future. While post-modernity commits of diversity and multiple truths and methods, countries seem to have only this one core orientation.