

INFLUENCE OF TV NEWS TALK SHOWS ON FEMALE STUDENT'S PARTICIPATION IN POLITICS: A CASE OF RONGO UNIVERSITY, KENYA

¹Lydia Celestine Opee*, ¹Millicent Awuor Otieno, ¹Maureen Atieno Adoyo

*Corresponding Author: opeelydiah@gmail.com

<http://orcid.org/0000-0002-5992-8976>; <https://orcid.org/0000-0002-9803-4940>;

<https://orcid.org/0000-0002-6321-1652>

¹Rongo University, Kenya.

Abstract.

TV News Talk Shows are powerful media programs that can frame the way people perceive and think of society. The content of these talk shows creates, perpetuates narratives and influences how we consider men's and women's roles in public and private sectors. Women continue to lag in Kenyan political participation despite being the larger group in the country. The study focused on how the content of Kenyan news talk shows that is: JKL, Punchline and Crossfire influence female university students' participation in politics. The study was guided by the following objectives: to establish how the language used in news talk shows influences female students' participation in politics, and to determine how news talk shows topic of discussion influences female students' participation in politics. The research aimed at working towards the achievement of SDG 5 gender equality. A descriptive Correctional research design was employed. A semi-structured questionnaire and one on one interview data collection technique were used to collect data from 356 female university students at Rongo University and six producers of TV news talk shows. The researcher employed snowballing and simple random techniques to sample the respondents respectively. Sample size was arrived at using Yamane formulae. Data collected was qualitatively analyzed through content analysis. Data was presented on graphs, pie charts and tables. The study found that language used on TV news talk shows discourages the majority of female students from participating in politics. The topic of discussion selected by producers when female politicians are invited was established to be irrelevant to their political journey. The study recommends media houses to offer training for journalists on gender reporting that'll ensure gender-balanced coverage of news talk shows. The government needs to put more effort into ensuring that it achieves gender equality by appointing women to political seats and encouraging their participation in politics.

Key words: Content, News Talk shows, Influence, Politics Participation

Introduction

Today, practically all television stations feature Talk Shows. The talk show's producer crafts the program in accordance with genre and the audience's needs. Talk shows as a television genre can be traced to the middle of the twentieth century. On TV Shows, the host and one or more guests engage in discourse about weighty subjects (Oyeleye & Olutayo, 2012). According to

Wilson, (2018) TV talk shows are divided into three categories this include: tabloid talk shows, night talk shows, and daytime talk shows. This study focuses on Kenyan night news talk shows: Jeff Koinange Live, Punchline and Crossfire.

Recently, Kenya has observed an exponentially growing presence of women in politics and workplaces, including electronic media. They work as news reporters, news presenters,

program anchors, and TV talk show hosts. Most of the talk shows are public affairs shows that predominantly cover political and social issues and invite experts and celebrities to contribute to given issues. In the case of political issues, in most cases, experts having political alignment with major political parties are invited to contribute to discussions. At times, hosts' lack of neutral stance and leaning toward some political ideology determine their role of how they will manage their interaction with the guests who are invited to discuss given issues

Kenyan women's present participation in politics has a long history dating from pre-colonial through colonial to post-colonial period; the first woman Chief -Wangu wa Makeri- (1901-1909), who defied patriarchal structures of culture and tradition, rose to become a formidable leader who is said to have brought development and peace to her community. Many unsung heroines accomplished similar feats; including those who actively participated in the country's liberation struggle of the 1940s and 1950s, thus demonstrating that women can and do make a significant difference even in hostile environments (Nzomo, 2014).

As reported by Free Press Unlimited, (2020) content of media programs are powerful actors in shaping, producing and changing societal norms and beliefs. Media shows the realities of society, but at the same time constructs this reality by continuously enforcing the existing differences between women and men. In agreement with Free Press Unlimited, in any country, both men and women are subjected to stereotypes. Byerly, (2020) noted that the content of media shows often portrays women as housewives, victims or models. Men are typically characterized as powerful and dominant with little room for alternative ideas of masculinity. Furthermore, women are often less visible in the news and their stories remain untold. Only one in five experts

interviewed in news media are women. As soon as journalists are looking for an expert opinion, women drop out of the picture (International Women's Media Foundation, 2020).

This study applied Agenda-setting theory (McCombs & Reynolds, 2002) which describes the ability of news media to influence the importance placed on topics of the public agenda with specific reference to women in politics. Agenda-setting is the creation of public awareness and concern about salient issues by the news media. This theory describes the way media attempts to influence viewers and establish a hierarchy of news prevalence through highlighting, downplaying, excluding, or constantly focusing on an issue, hence turning such an issue into a public agenda (Dearing & Rogers, 1988)

The agenda-setting brings about a change in political communications in terms of amplifying or reducing the voices of women active in politics by increasing or decreasing their level of coverage. The media has a large influence on audiences by their choice of which stories they consider newsworthy and how much prominence and space are given to them, thus influencing public opinion. The theory argues that the media influences people not so much regarding what they think but concerning what they think about. In this way, the media is responsible for the pictures in the eyes of their audience. The media sets an agenda for what the people should think about, and the order of importance of these thoughts.

The study also employed Cultivation theory (Gerbner, 1986) in combination with Laura Mulvey's Psychoanalytical approach. The researcher observed that both approaches are long-term effect theories and work simultaneously regarding the social construction of realities experienced by people in their daily interaction with screen-oriented media. Gerbner

(1986) suggested that television cultivates concepts of social reality. Laura Mulvey, a British feminist media theorist discusses the psychoanalytical approach which highlights, how men and women consume and respond to gendered media products. Mulvey explains the consumption of news products in terms of pleasure, unpleasure, shame and disappointment. For both male and female viewers, a long-term exposure to television viewing can bring Scopophilia; pleasure in looking and Shame; the opposite of Scopophilia which brings shame, disgust and morality (Mulvey, 2013).

Cultivation analysis and social learning analysis of 118 TV programs suggested that people interpret the stereotypes shown in the television as 'natural' and perceive the visual images to be true and in sync with the assigned gender roles within society. Collins (2011) suggested that women in media are portrayed "in traditionally feminine roles as nonprofessionals, homemakers, wives or parents, and sexual gatekeepers". Women, however, are more influenced by news talk shows content. This is when the focus is on their appearance leading to beauty-related consumption as their perception of self is more biased than men. (Moller, 2007)

Understanding Gerbner and Mulvey together demonstrates how news talk shows highlight, reinforce, and reproduce gendered stereotypes generated in the larger process of socialization. While the former discusses the cultivation analysis using a cause-and-effect explanation, the latter helps us to understand the psychological responses of people when they are exposed to gendered media content over a longer period.

According to Angela, M et al (2018) women in politics are sidelined. 86% of female members of parliament are being treated differently as a woman in politics. Rachel Blaney, MP for North Island-Powell River in B.C said that "during the

campaign, I was asked repeatedly if I was 'tough enough' for the job. When I asked for clarification, no one had an answer as to what they meant. I've asked numerous men if they were ever asked this, and the response is always no." (Chatelaine, 2019)

Media criticism of women in politics is often based not on their positions or achievements, but on how well or poorly they fit expected gender roles. What women are wearing is often given more attention than what they say. Shavonnia Corbin-Johnson, a 2018 U.S. congressional candidate said that the reason women follow a strict dress code in politics is because "we want people to focus on us, and what we are saying. Not what we are wearing."

These gendered portrayals of women in politics started early. A study of the classroom publication TIME for Kids found that while many women world leaders were featured on talk shows, their portrayals nearly always focused on their being the first woman in a particular post, rather than their actual accomplishments, or described as having stereotypically feminine traits (Lay, J. Celeste, Holman et al, 2019)

Despite the increase in awareness and initiatives to empower women to take an active part in politics, they are less likely to be voted or appointed to public office (Omwamwi, 2014).

Trabelsi, (2023) indicated that women in politics face biased, sexist and discriminatory media treatment. When reporters cover women in politics, they often use terms that emphasize women's traditional roles and focus on their appearance. They perpetuate stereotypes of women politicians as weak, indecisive, and emotional. They sometimes even hold women politicians accountable for their children's or husbands' actions, though they rarely hold men politicians to the same standards (Reese, 2021)

In Kenyan news talk shows, there is the usage of gendered language. Gendered language consists of words and phrases that ascribe gender-based attributes or feature an inclination to one sex. (Abramzon, 2022). A cross-national study established that genderless language or gender inclusive language combats negative stereotypes toward women while promoting broader career opportunities for females in traditionally male dominated fields, including politics (Perez & Tavits, 2019).

Words and the meanings we give to them have a significant impact on how people think and behave not only in daily discussions but also in how the media portrays women in politics. It matters a lot how the media portrays political campaigns and the work of men and women in elected office, such as governor, representative or senators.

Reports published by UN Women (2022) show positive changes in political involvement and representation of women. This was visible in the general election of August 2022. The estimated percentage of female candidates was 11% of all candidates who were advertised by the Commission for Independent Elections and Boundaries (IEBC). Additionally, the 2022 election saw an increase in the proportion of women running for elected office, which ultimately led to a rise in the number of women a victory in the election. For instance, the percentage of women in the number of candidates for governor rose from nine in 2017 to 22 in 2022. Seven of these 22 women were chosen for office having been elected as County Governors.

The UN Women, (2022) noted that despite efforts to improve the involvement of women in politics, the electoral platform in Kenya is still largely dominated by men. Overall, women took just 10.6% of the total elected posts in 2022. Women face a host of obstacles: inadequate political

support from their parties, particularly in the primaries; a lack of financial resources; gender-based violence; gender stereotyping; and patriarchal structures across society.

Maina, (2022) proves the language used in Kenyan media is not neutral by stating that candidates and the dominant voices in Kenyan media, news talk shows included are mostly men. Elections are described in analogies drawn mainly from traditionally masculine domains of war and sports. Headlines often speak of 'do-or-die' contests and battleground regions.

Kenyan politics is also laden with linguistic sexism. As noted by Juma, Bett (2022) in the run-up to the general elections, the former Kiambu County Governor William Kabogo directed unsavory remarks towards former Thika MP Alice Ng'ang'a, a single mother. He said unmarried women were "causing problems", and implored young women to find husbands.

Kenya online media house, Uzalendo (2022) talked about 'sexist tongue' by stating that married female politicians also face their share of derision. When the issue of their spouses is floated, it often comes with nuances of tribalism. Joyce Laboso, who was one of Kenya's first three women to be elected governor in the 2017 elections, faced sexist attacks from supporters of her competitor. She was called an outsider because her husband comes from a different ethnic community than her own. She was told that she no longer belonged to her community, and she should seek an election in the area where her husband comes from.

In the contest for the Embu County senate seat, aspirant Lenny Kivuti urged residents not to vote for one of his female opponents because she would export resources to her husband's area, which is in a different county. Kenya's electoral process has often highlighted the fact that male politicians don't shy away from aggressive

confrontations in campaigns against a woman. (People Daily, 2022)

With exposure to fixed portrayals of women on TV, people will constantly persuade themselves to think women, in reality, correspond to what they see on TV. Zheng (2011) noted television viewing might cause biased evaluation toward women against the reality. This suggestion had been previously supported by other studies. Zheng, (2011) concluded that television programs sometimes cultivate viewers with a biased view toward women in society, and, therefore, lead audiences to perceive women with incorrect notions. Regardless of various television content, females have been underrepresented for their knowledge, ability, and occupational status. Women depicted in television tend to pay more attention to interpersonal relationships in the workplace, and women are less likely to make high-level decisions in the workplace as well. Women in prime-time TV series usually performed as secretaries, nurses, entertainers, teachers, and journalists, but not lawyers, ministers, or doctors. Female characters are often portrayed as family-oriented, and less involved in decision-making procedures in the workplace (McGhee, 1975 as cited in Zheng, 2011).

Objectives of the study

The study was guided by the following objectives:

- To establish how the language used on news talk shows influences female University students' participation in politics.
- To determine how topic of discussion on news talk shows influences female University students' participation in politics.

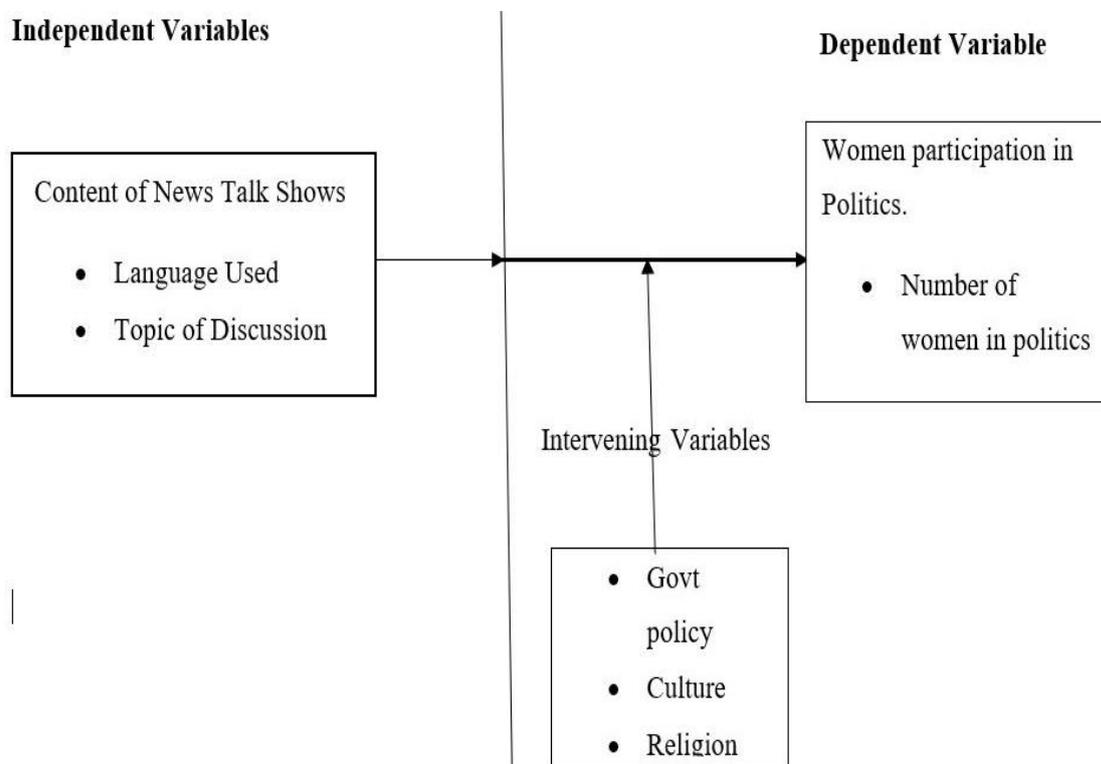
Research Questions.

The study aimed to answer the following questions:

- How does the language use on news talk shows influence female University students' participation in politics?
- To what extent does topic of discussion on news talk shows influence female University students' participation in politics?

Conceptual Framework.

As described by Kombo and Tromp, (2006) a conceptual framework is a representation of the relationship expected to be seen between variables, or the characteristics or properties that are studied. The conceptual framework of this study has been depicted below. The relationship between the content of news talk shows and the participation of female students in politics will be determined. The content of news talk shows is the main determinant of the political participation of female students. However, culture, religion and government policies act as intervening variables.

Figure 1*Conceptual Framework Showing a Relationship Between Study Variables***Methodology.**

The study adopted descriptive cross-sectional design which was used to qualitatively determine the link between news talk shows and political participation of female university students. This was done through questionnaires and one on one interviews. The study was based in Rongo University located in Migori County, 11 kilometers from Rongo Town, and 2.5 kilometers off the Rongo – Migori Highway. The University currently has slightly over 6345 students, who are on both Government and Self-Sponsorship programs and a total staff complement of 458.

The study focused on three Kenyan TV shows from National Television Stations. Kenya has 66 licensed TV stations. Citizen TV leads in terms of both share and viewership, with an average of 1.42 million viewers per 30-minute time block and 26% share. In a distant second is KTN with 535,000 viewers per time block and an 11% share (Geopoll,2020).

Three Kenyan TV shows were purposively selected from three National Television that is Citizen TV, KTN and K24. This was in accordance to their popularity, relevance to the study and online accessibility, as the respondents are university students who may not be in a position to watch TV daily but can access the shows online. Jeff Koinange Live, airing on Citizen on Wednesday at 9:30 PM, Punchline, airing on Tuesday at 8:30 PM and Crossfire, airing on KTN on Thursday at 9:30 PM.

The study sample size was 356 female students, determined using Yamane, 1967 formula $n = N / (1 + N(e)^2)$. This was complemented by 6 key informant interviews of News talk show producers. The study employed Snowballing sampling technique to sample female students and simple random technique for key informants.

Collected data was analyzed using content analysis method. The researcher qualitatively analyzed the data by organizing them into

themes. Trending themes were established then emerging indicators were identified. All ethical considerations were duly observed.

Results.

The results are from female respondents' questionnaires and Interviews conducted on Key informants. Female students of Rongo University, 350 of 356 responded to the research questionnaires. That is 98% of the targeted respondents. Six key informants also responded through one-on-one interviewing. Tables, charts and graphs were used in the analysis for easier interpretation and presentation.

Table 1

Does the language used in tv news talk shows influence your participation in politics?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No- Use of gender neutral language	68	19.4	19.4	19.4
	Yes- Abusive language	157	44.9	44.9	64.3
	Yes- Language belittles women	125	35.7	35.7	100.0
	Total	350	100.0	100.0	

80.6% of respondents agree that the language used on TV news talk shows influences female politicians' participation in politics. 44.9% of female respondents stated that there is the use of abusive language on the shows. This, therefore, influences their participation in politics. The use

Content of TV News Talk Shows.

This study sought to examine how the content of TV news talk shows including JKL, Punchline and Crossfire influence female students' participation in politics. This involves the producer's choice of language and topic of discussion during the shows. The researcher interviewed female students on the background of whether they think the content of talk shows plays a role in influencing their participation in politics. The following themes emerged from the responses.

Language used in TV news Talk shows

of language that belittles women was also a theme that was noted in 35.7% of the responses. Only 19.4% of respondents noted that there is the use of gender-neutral language on the shows. This evidently, proves that language use influences female student's participation in politics.

Table 2

What determines the kind of language used?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Audience and guest	2	33.3	33.3	33.3
	Guest's gender	4	66.7	66.7	100.0
	Total	6	100.0	100.0	

The question of what determines the language used on news talk shows was posed to key

informants. 66.7% of producers stated that the language used during TV news talk shows is

determined by the guest's gender. 33.3% noted that the audience and guests determine the kind of language used. The response expounded by stating when female politicians are invited to the

shows, the language used is usually different compared to when male politicians are invited.

Images used in TV News Talk shows.

Table 3

Does the images of female leaders used in TV news talk shows influence your participation in politics?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No- Rare use of female leaders images	62	17.7	17.7	17.7
	Yes- Use of images that belittle women	204	58.3	58.3	76.0
	Yes- Women are sexualised	84	24.0	24.0	100.0
	Total	350	100.0	100.0	

This study found that images of female politicians used on TV news talk shows influence university students' participation in politics. The use of images that belittle women is a theme that was common in 58.3% of the responses. The respondents said that hosts care more about the physical appearances of female politicians than their political thoughts.

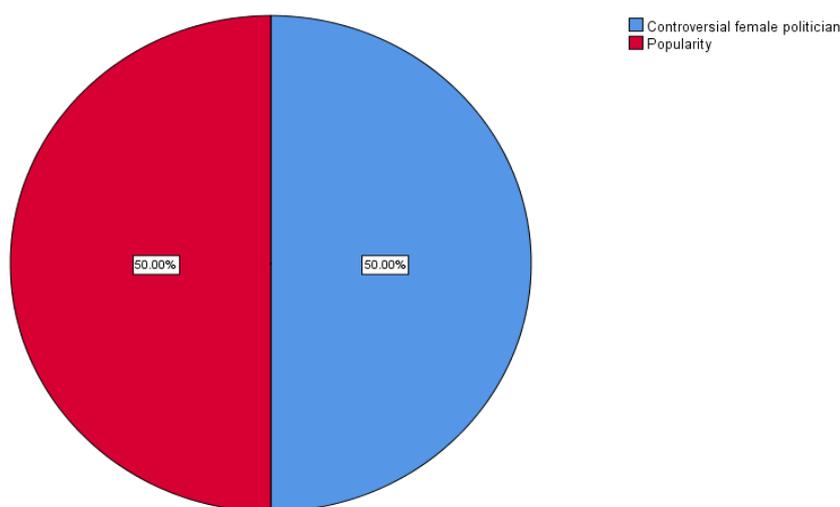
important political discussions while they take photographs of female politicians to showcase their attires on pullout TV programs. She added that while such pullouts can be used to showcase women's abilities, sometimes they are used to misrepresent women politicians as only concerned with dressing and beauty.

One of the respondents stated that journalists chase male politicians for comments on

Criteria used to determine the images used in TV News Shows

Figure 2

Criteria used to determine female politician's images



Half of the producers stated that controversial female politicians' images are usually used during talk shows. Though not often, the producers

stated that when the discussion is based on past political activities, controversial videos and pictures are normally used on the pullouts.

Topic of discussion

Table 4

Does the topic of discussion of TV new talk shows influence your participation in politics?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No- Irrelevant topics	87	24.9	24.9	24.9
	No- Male dominated	115	32.9	32.9	57.7
	Yes- educative	75	21.4	21.4	79.1
	Yes- Inspirational	73	20.9	20.9	100.0
Total		350	100.0	100.0	

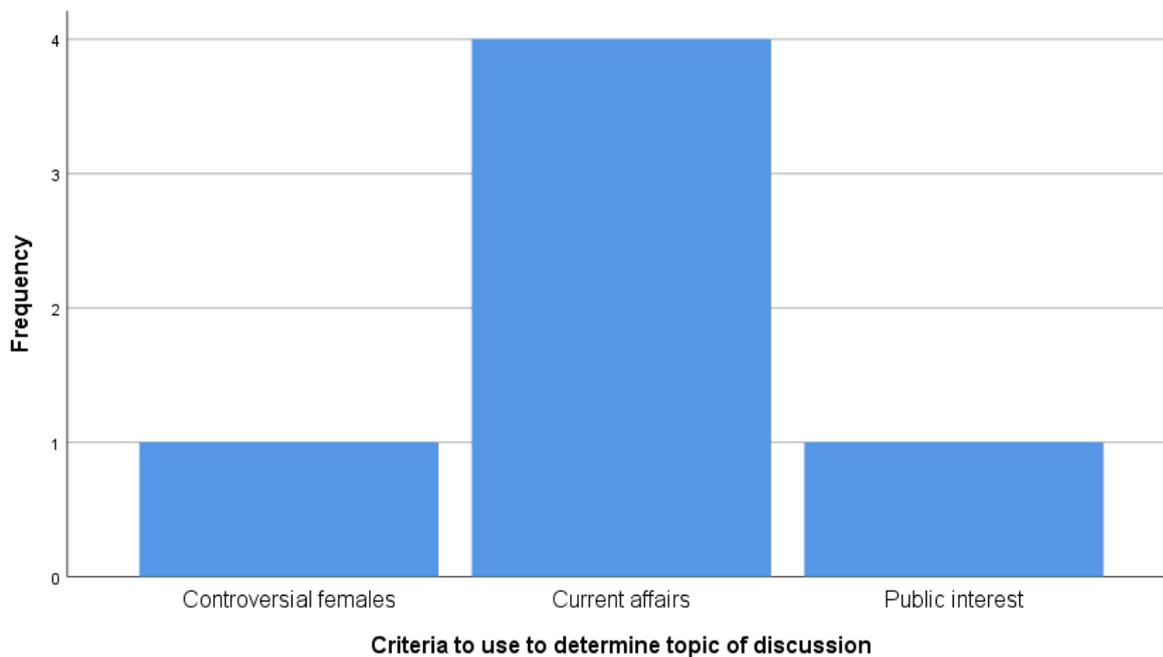
The table above shows that 57.7% of the respondents disagree that the topic of discussion of three TV news talk shows influence their decision to participate in politics since the topics are usually irrelevant and male-dominated.

Therefore, showing no relation to their political ambitions.

Criteria Used to Determine the Topic of Discussion of news talk shows.

Figure 3

Criteria Used to Determine the Topic of Discussion



The figure above represents the criteria used by the producers to determine the topic of discussion of a particular TV show. 66.7% of the 4 producers stated that they select the topic of discussion depending on current affairs. The producer stated that a controversial topic is always chosen to generate debate among the invited politicians. Another producer mentioned

public interest as a factor that drives selection process of topic of discussion.

Discussion.

The language used during TV news talk shows when female politicians are invited was found to be a factor that influences female students' participation in politics. Hosts of TV news talk shows tend to use sexist language mostly when

addressing women. In as much as there is a rare use of visual imagery during TV news talk shows, data collected from the producers indicated that they have the responsibility of attracting audiences to their shows therefore, forcing them to use only controversial images when showing videos during the talk shows (Vellnacell, 2011).

This study agrees with Thuo (2012), who stated that patriarchy affects the language used in the media in women's narratives. This therefore leads to societal stereotypes that demean women.

This study found that the language used on TV news talk shows influences female students' participation in politics with a total of 80.6%. Almost half of the respondents, that is 44.9% agreed that the language use affects their decision to participate in politics with the claims that the presenters normally use abusive language during the show. When female politicians have been invited to these shows, hosts normally use languages that demean, mock and humiliate the politicians.

TV news talk shows reveal subtle forms of sexist language, including words like ambitious, feisty or compassionate which only reinforces gender stereotypes. Women are mostly identified with their roles as mothers or wives. This only reduces a female candidate's credibility, respectability and likeability which therefore discourages female students from joining politics. (Utah state university, 2020)

One of the respondents noted that:

"More often presenters use abusive language on women than men. Same case when Governor Waiguru was being referred to as Minji. It is demeaning women to foodstuffs, something that is not normally done to men. When you compare a governor with edible items like peas this is demeaning".

The study found that the producers of the shows play a big role in determining the language used

during the show. Out of six interviewed talk show producers, four stated that the language used during TV news talk shows is determined by the guest's gender. According to Producer 2 when female politicians are invited to the shows, the language used is usually different compared to when male politicians are invited (Sharma, 2015).

Producer 3 explained this explicitly by stating:

"Our hosts normally use what we refer to as soft language when interviewing female politicians. The show is scripted in a manner that the host will not have to ask questions that might not sit well with the politician".

According to Perez, (2020) content of TV news talk shows plays a big role in shaping the minds of female University students' participation in politics. The data analysed shows that the topic of discussion chosen by the hosts and the producers has a huge impact on viewers more specifically female viewers. According to the study, journalists tend to constantly associate women politicians with soft topics like fashion, beauty, and lifestyle and set aside topics deemed hard for men. This therefore sends a message to students that other topics like politics or governance are for men.

One of the respondents noted that:

"When female politicians are invited on TV news talk shows the host normally diverts from political matters. They are usually questioned on irrelevant topics for example their physical appearances and marital issues. The host narrows the topic to women hairlines and hairstyles and this diverts attention from serious issues that women deal with."

Out of 350 respondents, 115 that is 32.9% disagreed with the notion that the topic of discussion influences their decision to participate in politics with the claims that the discussions are usually male-dominated.

Respondent 96 disagreed by saying that:

“According to the media, politics and other fields like economics are male domain and women politicians know nothing about them. Any woman who gets a chance to be invited to these talk shows is usually attacked or put off. Sometimes the host still gets away with questioning them about their male opponents or other male politicians they are close to.”

Other respondents agreed that the topic of discussion on various TV news talk shows affects their decision to participate in politics. 57% of respondents stated that the topic of discussion influences them positively. 21.4% and 20.9% of female students respectively responded by stating that the topics are educative and inspirational.

This study found out that the topics of discussion on JKL, Punchline and Crossfire when female politicians are invited are mostly irrelevant and male-dominated hence, they do not encourage young female students to participate in politics. Out of 350, 202 that is 57.7% of female students disagreed by the notion that topics of discussion influence their decision to participate in politics. As revealed by 66.7% of the key informants, the topic of discussion is normally selected depending on current affairs and the level of controversy. This is to generate debate among the invited politicians (Daphne, Loes, 2020).

According to a study conducted by Utah state university, (2020), female politicians continue to be at a disadvantage in the way that they are covered by the media. The female students therefore are often dissuaded from gendered media reporting. The physical appearance of female politicians is often mentioned during talk shows as compared to when men are invited. The reference to shoes, hair, makeup, height or weight is more common when female politicians are invited on news talk shows.

Conclusion.

Based on this study, and in relation with the research questions several conclusions were reached:

Media platforms such as television are persuasive and often work to change or influence opinions when it comes to the public's political views because of the abundance of TV news programs. Female students' minds are therefore easily influenced by how TV represents the already existing female politicians. In Kenya, female politicians continue to be disadvantaged in the way that they are covered by the media. This gendered media interviewing dissuades female students who desire to join politics. The use of demeaning and sexist language when addressing women and continuous mentioning of the physical appearance of female politicians only proves to the audiences that they only belong to fashion and beauty kind of areas.

The topic of discussion chosen during the shows indicates that there is a stereotypical representation where women are only interviewed on soft topics, private and family matters. Producers of news talk shows also do not make an effort to involve women in talk shows. When there is gender equality in News talk shows coverage, it can help to instill among female university students the idea that women's participation in political life is an essential part of democracy and can also take care to avoid giving negative or minimizing images of women's role in the development process.

The content of TV news talk shows influences the participation of female students in politics. TV News talk shows as a media product shapes female students' mind in the sense that after watching the shows, the majority do not want to participate in politics. The media presents politics as a technical field that can only be occupied by men since they are continually portrayed as

dominant, aggressive and commanding. These cover all the qualities that a good politician should have. It can be concluded that news talk shows play a huge role in ensuring that both women and men equally participate in politics. The content which includes; language, topic of discussion and images are some of the factors that determine the representation of gender in the media.

The media images of women and men politicians in the media are likely to strengthen the association of politics with the masculine realm. This, in turn, depresses the political ambitions of female students and discourages the public from electing women, therefore, leading to the underrepresentation of women in the future.

Recommendations

For already employed journalists, the study recommends media houses organize short courses and workshops for reporters, and editors, to train them on the language used in the media, images, and news content.

The researcher recommends the government of Kenya introduce policies and programs to the media houses and media training schools and also offer workshops and training sessions to journalists to enable them to understand how to report on gender matters.

Data Availability Statement.

The authors affirm that the article contains data needed to support the study's findings and conclusions. On request, the corresponding authors will provide raw data that backs up the study.

Declaration of Conflict of Interest.

The authors declare no conflict of interest

References

- Ackoff, & L, R. (1961). *The design of social research*. Chicago: University of Chicago Press.
- Allan, R. N. (2013). *Reliability evaluation of power systems*. Springer Science & Business Media.
- Angela, M et al (2018). Female television journalists have stricter norms for appearance. Retrieved from <http://journalismresearchnews.org/article-female-television-journalists-have-stricter-norms-for-appearance/>
- Anyango, B. O., Alupo, B. A., & Opuko, M. P. (2018). Anyango, B. O., Alupo, B. A. & Opoku, M. *Women in Politics in Kenya: an Analysis of Participation and Barriers*.
- Anyango, B. O., Alupo, B. A. & Opoku, M. P. (2018). *Multidisciplinary Journal of Gender Studies* .
- Corina, C. V. (2011) Gender-specific language in Presentation of political Talk show.
- Chatelaine (2019). What it's really like to be a woman in Canadian politics.
- Daphne J., Loes. (2020) Gender difference in political media coverage: A meta-analysis *Journal of Communication*, 70(1), 114–143
- Dearing, J., & Rogers, E. (1988). *Agenda setting research: Where has it been, where is it going?* Communication Yearbook.
- Derville, G. (2019). Le pouvoir des médias. *The power of Media* .
- Gender Forum. (2014). *Association of Media Women in Kenya* .

- Haddjeri, S. (2019). *Women in Politics and their Representation in Media, Women in Security*.
- Haraldsson, A., & Wangnerud, L. (2018). *The effect of media sexism on women's political ambition: evidence from a worldwide study. Feminist Media Studies* .
- Kothari, C. R. (2004). *Research Methodology: Methods and techniques*. New Age International.
- Kothari, C. R. (2004). *Research methodology; Methods & Techniques*. New Age International .
- Lay, J. Celeste, Holman, Mirya R., Bos, Angela L., Greenlee, Jill S., Oxley, Zoe M., and Buffett, Allison (2019). *TIME for Kids to Learn Gender Stereotypes: Analysis of Gender and Political Leadership in a Common Social Studies Resource for Children*. Politics & Gender .
- McCombs, M., & Reynolds, A. (2002). *News influence on our pictures of the world*.
- Milligan, L. O. (2014). *They are not serious like the boys': gender norms and contradictions for girls in rural Kenya*. Gender and Education.
- MSI-MED. (2017). *Committee of experts on Media Pluralism and Transparency of Media Ownership*.
- Nabi, R. L., & Riddle, K. (2008). *Personality Traits, Television Viewing, and the Cultivation Effect*.
- Nzomo, M. (2014). *Women in political leadership in kenya: Access, Agenda setting & Accountability*.
- Omwanwi, E. M. (2014). *Gender Place and Culture. A Journal of Feminist Geography* .
- Penslar, Levin, R., & Porter, J. P. (2010). *What are Dependent and Independent Variable? Washington DC*.
- Schimdt, N. A., & Brown, J. M. (2019). *Evidence-based practice for nurses: appraisal and application of research*. Burlington.
- United Nations. (2013). *Gender equality and women's empowerment*. United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) .
- World Bank. (2019). *World Development Report*. Washington DC
- Zhuyi, Z. (2011). "Stereotyping of women's images portrayed in prime time Chinese TV series from 1979 to 2008: Has the picture changed over time?".