



Research Article

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Print media and functions of devolved governance in Kenya: A study of awareness creation among residents of Embakasi east sub county, Nairobi

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Abstract: During the campaigns for new constitutional dispensation in Kenya, the media played the role of informing and educating its audience about the struggle that led to the promulgation of the new laws in 2010. After the kick-off of the county governments' operations in 2013, the media had the task to inform and educate its audiences about the functions of the county governments. Therefore, this study assessed the role media,

particularly print, played in creating awareness about these functions. Specifically, the study examined the extent to which Nation and Standard newspapers informed and educated their audiences about county governments' functions. The study covered five thematic areas representing the devolved functions, namely: health, water, education, transport, and lands. The study used a sequential mixed method design where qualitative and quantitative designs were combined in data collection. For quantitative data, questionnaires were administered. Analyses and presentations were done in the form of tables and texts. The study analysed the contents of these newspapers for qualitative data. Systematic Random sampling procedure was used to reach respondents, while a purposive sampling procedure was used to pick the required 208-weekend newspapers for 12 months for content analysis. The study was conducted in Embakasi East Sub County, Nairobi County, with 48 983 households. The research used Yamane's formula to determine the sample size of 399 households. The study's key finding was that print media inform and educate residents of Embakasi East Sub County in Nairobi County about county governments' functions. The study is significant as it can promote Sustainable Development Goals' tenet of peace, justice, and establishment of strong institutions.

Keywords – County Government, Devolution, Educate, Inform, Print media

1. INTRODUCTION

This study looked at the informational and educational roles of print media on devolved governance in Kenya. This has been necessitated by the fact that even after the promulgation of the Constitution of Kenya in 2010, which enthroned devolution with 47 county governments and a national government, the electorate still had not known the distinct functions of the devolved units and therefore was not able to distinguish the roles the county governments should perform, the ones left to the national government and those shared by the two levels of government (Olang, 2014). Efficient management in the devolved units such as water, lands, education, among



others sectors, among others, is significant as it helps to avoid the “recurrent discrepancy between, on the one hand, central government policies and goals and, on the other, the concerns and expectations of the people” (Adu-Boahen, 2020; p.1).

Olang (2014) further argues that relevant stakeholders, including the media, have not adequately played their roles in informing and educating people to understand county governments' operations. Informing and educating audiences are some of the major roles of media that can narrow the knowledge gap about what functions are fully devolved, which ones have been left to the national governments and the roles the two levels of government are sharing. Since there is the complexity of the language used in writing the Constitution of Kenya, 2010, media comes in handy to simplify the document's content for the people to understand it (Ghai, 2007). Lack of knowledge about the county governments' functions has a repercussion since the citizens cannot hold the county governments accountable and responsible for the wrongs in their administration. Powers in the county governments is majorly soft one that is not mainly military but it is through meaningful practices such as lands, roads, education that have been devolved from the national government (Okon, 2020).

Therefore, giving information and educating people about the roles of county governments offer these people an opportunity to understand and know the structures of the devolved governments and hold the officeholders liable to achieve good governance (Kimanthi, 2018). Many studies have been conducted on media and devolution. But few have been done to assess the informational and educational roles of media on functions of the county governments and have not tested the knowledge level of citizens in understanding these functions. Most of these studies, especially on print media, have majorly looked at the general media coverage of Kenya's devolution, where they analyse the general stories on devolution (Iberi, 2014; Rodríguez-Pose & Gill, 2005).

But this study has looked at specific roles of media (print) in educating and informing people about functions of Kenya's devolution in regards to five thematic areas, namely; Water, Health, Transport, Education and Lands. None of the previous studies has been conducted in Embakasi East Sub County of Nairobi City County as a case study. Devolution started when people across the globe felt disappointed by the centralised powers. Initially, governments centralised power, and it was the national governments that would give prior approval for all major decisions made by the regions and departments as happened in France. This kind of emerging regions such as Africa, Asia, among others, can bring views that are shared globally and add value to local development (Okeke & Iloh, 2020). However, this scenario changed in the late 20th Century when groups in both federal and unitary systems demanded the reduction of central governments' powers (Haus, 2006).

In the early 1970s, devolution became a major political issue globally, more so in the United Kingdom, with many scholars researching it and giving definitions so that people could well understand what this kind of governance entailed (ibid). Devolution gained prominence after the onset of globalization even though prior to that some countries across the world were dominated by strong centralized governments, particularly in Europe, Africa, America and the Asian continent. In Europe, for example, the central government dominated throughout the post-war era apart from Austria, Germany, Switzerland, and Yugoslavia (Rodríguez-Pose & Gill, 2005). This was also observed in the Latin American countries where there were centralised states, though Brazil, Mexico and Venezuela maintained the regionalist constitution that again was only on paper and not in practice (Rodríguez-Pose & Gill, 2005).

Later, the struggle for devolution started globally; many countries yearned for devolved governments and fought for it, what some scholars call 'devolution revolution'; the period that was at the beginning of the 21st Century. In the revolutionary trend, Africa was not left behind as countries such since Eritrea and South Sudan achieved their Independence after long guerrilla wars. However, in some cases, countries have opted for devolution for different reasons. For example, in South Africa, it was to promote democracy and encourage a truly non-racial society after the trauma of the apartheid. This is the suffering that also forced Kenya to promulgate a constitution that gave birth to 47 county governments due to long political suffering with claims of poor resource



sharing and allocations in Kenya. Media and the Kenya's struggle towards devolution can be traced back to the colonial period. As leaders made ways to have, the Lancaster Constitution, local and international print media covered the happenings in support of the constitution that allowed for devolution (Odinga, 1967). Like in other media coverages like in sports, negative publicity about governance will negatively impact devolution and, in a way, derail the performance of the county governments in Kenya (Aletta, 2020).

Kenyan media has also been instrumental in this struggle for the new constitution and political change in the country, teaming up with the church to criticize the wrongs that were perpetrated by the past regimes (Wanyande, Omosa & Ludeki, 2007). Even though it is touted that devolution is likely to be the best form of governance for Kenyans, many people still do not know the functions of the county governments (Olang, 2014). This indicates that the media reports on matters of extreme politics instead of important issues about devolution that came into existence in 2010 (Olang, 2014). Therefore, this study has investigated the role the two newspapers, The Nation and The Standard, have played in informing and educating residents of Embakasi East Sub County in Nairobi about the functions of the county governments in Kenya.

2. LITERATURE REVIEW

2.1. The print media sector in Kenya

The study looked at the Kenya's print media (Standard and Nation newspapers) coverage of the operations of the county governments. Print media in Kenya could be termed as the 'premier media' since it was the first in the country. Nyaga, Njoroge and Nyambuga (2015) identified *Taveta Chronicle* as an early print media in Kenya that was published by the Church Missionary Society (CMS). At Independence, Kenya had categories of print media; those at the top (The European Press), at the middle (The Indian Press), and African Press at the bottom (Kwamboka & Obonyo, 2018). Communication, through whichever media, is key in promoting interactions among people and therefore, if well established in the devolved governments in Kenya would not only improve the physical development, but also social capital among the local residents (Ajayi *et al*, 2020). By 1952, Kenya had about 50 newspapers where most of the contributors were nationalists who didn't have the journalistic experience, leading to the folding up of all these papers after Independence since the contributors became independent leaders (Richard, 2012). However, currently, Kenya has more than 100 newspapers and magazines, including weekly and monthly magazines. The major newspapers in this country are *The Star*, *The Standard*, *Daily Nation*, *People Daily*, and *Taifa Leo* (ibid).

Nation Media Group also produces the Business Daily and The East African. The Standard Group also prints and publishes The Nairobiian, a paper that majorly writes on social issues affecting people. A number of gutter prints and tabloids are also sold in the streets in a number of urban areas. Print Media audience in Kenya is argued to be smaller compared to television audiences (Githaiga, 2012). According to this survey, newspapers are further said to be of fewer news sources than radio. The survey reveals that newspapers are mostly read in urban centers, with Nairobi being the leading at 49 percent.

Kenya Audience Research Foundation (2011) puts newspaper readers in Kenya at around 6 million, with 36 percent said to be reading a single print compared to 44 percent and 20 percent who access and read two and multiple newspapers, respectively. The research indicates that in one month, about 10.5 million Kenyans read the print, including magazines. On a daily basis, 3 million Kenyans read the print. In the content, the survey reveals that 5 percent of the audience consume local news, 85 percent read port stories, and 83 percent access and read international news. There are also magazine inserts that are read by 52 percent of Kenyans. There are more than newspapers with regular circulation in Kenya, reaching 22.25 percent of the country's adult population, according to a report by the (Pew Research Centre, 2014). There are five major newspapers in Kenya; however, this study has looked at only the Standard and the Nation newspapers, which have the highest number of readers and circulation in the country.

2.2. Media's role in informing Citizens on devolved governance

Access to information is core to transparency and accountability in a government. It is through information flow that public oversight is facilitated—thus improving good governance. So media is majorly charged with this role in efforts to promote public accountability (Nogora, 2009). Media's informational role is majorly achieved in the news stories (hard news). This is because the news stories are brief to the point of what has happened and not as detailed as feature stories or opinion pieces (BBC News, 2018). Therefore, in this study, the researcher looked at the hard news for the county governments' operations' informational role. It is media's responsibility to inform its audience about an event, person, policy, among other things that have not been known. They do this regularly and create an agenda among the people so that the audience is made to know about an issue.

The use of media in awareness creation is the most effective way of passing the message across the globe, and print media is still viewed as one of the most influential outlets in awareness creation (Khan, 2012). The media should provide information to a larger group of the community to know what is happening and, in the process, facilitate development. It does this through radio, TV, newspapers, magazines, and online. Moreover, advertisements are also mainly for information purposes. In a democracy, citizens should be fed with factual and credible information to make independent judgments and informed choices. In devolved governance, media is expected to inform people about the tenets of devolved governments and governance.

Media, in its informational role, highlights issues of legislation and implementation timelines so that the residents of devolved units are aware of what is happening. It should regularly provide information and at the same time offer education about the functions of the county governments (Bala, 2017). It is important to ensure that the right to information is catered for because it guarantees the quality of news that reaches media audiences since truthfully informing people is both the job of the press and government officials' job (Sullivan, 2012). Media and politics are two strongly interconnected components, and because many people rarely interact with politicians directly, media's informational role about local government policies is most important. Nyabuga (2017) argues that the media must play their role on devolution matters by informing on the functions of county governments, roles of the governors, and of the county assemblies. In Southern Asia, for example, which is indeed positioned at the heart of big socio-political-cultural transformations, media's role of informing their audience on matters of democracy and good governance has been successful.

According to Natarajan (2020), South Asian media, print or audio, have impacted the lives of the people; political and economic constructions that in a way have promoted democracy and good governance. This has also been witnessed in some African countries such as Uganda, Ghana, and South Africa. Ugandan, where political parties are said to have regained the power to operate even with weak civil society institute freely, media have become the major source of political information; also acting as a forum for debates and public accountability (Nogora, 2009). Through information dissemination, media create awareness of an existing issue, a thing, a person, policy, and any other new thing. The media do this by regularly updating the masses, according to Shakeel, Nesar, Rahim, Iffat, Ahmed, Rizvi and Jamshed (2017), and by doing this, they influence the thinking of the people and, by extension, the society.

The media have been very instrumental in creating public awareness, especially political awareness, where they bring common people close to the leaders and immensely inform about major political happenings, decisions, and scenarios for people to understand their rights and make better governance decisions. Creating awareness to the audience is a media role that has been witnessed in different parts of the world and various sectors, not only in politics and governance. For example, in India's Gujarat, media raised issues on climate change and the environment, such as the drought in Gujarat, among others (Kakade, Hiremath & Raut, 2013).

Therefore, media, and in this case print media, can serve as an effective way to create knowledge and also remind the public about important matters affecting them, such as health issues, politics, democracy, and governance. This print media can do by setting an agenda for the people as they publish majorly, regularly, and



prominently contents that are relevant to the audience (Okorie, 2013). If the media fail to impart knowledge to people on governance, the citizens' opinions are less likely to be influenced in efforts to help in bringing positive change to the existing governance.

It has also come to the attention of political leaders in Kenya that many people have not been adequately informed about the county governments' distinct functions since the new constitution was promulgated in 2010 (Olang, 2014). This is risky to the development of the country since the citizenry cannot hold the leadership responsible for any wrongdoing. There is nothing they know about devolution; they lack information about what roles county governments should perform, which ones have been left for the national government, and which ones shared by the two levels of government. When people have not been informed about the roles a government plays in service delivery, it becomes difficult for them to hold the leadership of that particular country accountable (Iberi, 2014).

2.3. Media's educational role on devolved governance

The media are very instrumental in educating their audience on matters that happen in society. As an educator, in some cases, Wanyande, Omosa and Ludeki (2007) argue that media have made constructive suggestions on improving democracy. This, especially newspapers, has dedicated columns to educate the public on matters of democracy and development. Feature stories and opinion pieces are the major articles in the newspapers that inform readers of different issues as they are long and give in-depth coverage of events (BBC News, 2018). In devolution in Kenya, media are expected to dedicate the editorial opinions and features to educate their audience on the functions of county governments so that the misunderstanding does not exist. For good governance to prevail, citizens need to gain proper knowledge of the roles a government plays to them. This can only be achieved faster and better through the media than personal contact (Preeti, 2014).

According to Preeti (2014), media are such potent forces in the social environment that offer education. In many countries all over the world, media have been used severally to aid in educating the audience on matters of governance, politics, and issues affecting society. For example, print media has been instrumental in educating people about different roles of government structures, as witnessed in India many years ago. After India's Independence, a Five Year Plan was developed by the government where media were utilized to educate and inform the people about the plans and the roles the government would play in building the nation. It was the print media (the newspapers) which, by framing stories, gave great importance to develop themes and on various government development programmes and how the people could make use of those programmes (Patil, 2011).

Print media is relevant since its longevity is much more than the electronic media; 'print media is durable, and the information by a newspaper is usually more authentic, and genuine-which is not the case with electronics' (Patil, 2011). It is, therefore, the role of the print media to provide information to the masses so that the masses can get educated. In South Africa, media's educational role was evident when media was used to educate people about democracy. Media played a significant role in educating black South Africans about good governance and was also used to challenge or perpetuate a discriminatory regime through ideological structures (Sauer, Smith & Clemens, 2005). The media in Kenya have contributed to the opening up of the political space and political transition alongside other non-state actors within the civil society by educating the people. Immediately after Independence, the media in Kenya played a huge role in educating the public about democratic movements to bring the multiparty democracy.

The educational role of media can be direct or indirect. The direct educational role is when the newspaper publishes a piece that directly educates people about what the county governments should do as stipulated in the constitution of Kenya, 2010 while an indirect educational role is where information passed to the people about activities and projects initiated by the county governments lead to knowledge that indeed such a function is the



county governments. For example, when a governor of a particular county launches a water project, the information will reach people about the initiative by the county government.

It will indirectly educate the audience in understanding that water has been devolved and it is a function of the county government. Print media has a number of sections that can be used by journalists, editors, and experts to write and educate readers (BBC News, 2018). Lack of media education on county governments' functions leads to a lack of knowledge on the tenets of devolution in Kenya. This makes it difficult for the people to know policy reforms and implementations on matters devolution, meaning the citizens will know what functions are devolved, which ones are left to the national government, and ones shared by the two levels of government (Patil, 2011). Therefore, through the educational role, media make citizens know the functions of the county governments. This is what the researchers sought to find out; if media played an educational role to ensure people were knowledgeable about the functions of the county governments.

3. PROBLEM STATEMENT

On many occasions, media have been recognized as the key advocate for good governance reforms and democracy where they are expected to educate and inform citizens and enlighten them about political, economic, and social issues. However, more than eight years after the promulgation of Kenya's Constitution in 2010 that created a two-tier governance structure with distinct functions, citizens are not able to distinguish and understand the devolved functions of the county governments. Therefore, this study sought to establish the role of the Nation and the Standard newspapers in creating awareness of the devolved functions among citizens of Embakasi East. Many media studies have been carried out on democracy and governance in Africa. But none has focused on print media's role in creating awareness on devolved functions of county governments in Kenya; instead, they have looked at the general media coverage of issues of devolution.

This study is driven to promote democracy and good governance in Kenya, which is a cardinal role of the media. When people are educated and informed by the media about these functions of the two levels of government, they become aware and knowledgeable about it. Therefore, they can effectively hold the county governments accountable and responsible for the wrongs in the counties. This study further sought to investigate the performance of print media in informing and educating the public on the devolved functions of the county governments so that policymakers, scholars, media practitioners, Non-Governmental Organisations, among other stakeholders, can implement devolution in Kenya by engaging the media to pass relevant messages to the people.

4. RESEARCH METHODOLOGY

4.1. Research design

The study reviewed the media coverage of county governments' functions by The Standard and The Nation newspapers. This study used a sequential mixed method research design survey. In the sequential mixed methods design that this study used, the data were first collected using a quantitative method to administer questionnaires to 399 respondents of Embakasi East Sub County. This was followed by a qualitative method where content analysis of the 208-weekend newspapers of The Standard and The Nation was done. In this study, the researcher started with quantitative before going to qualitative. This is because the quantitative part of the study informs the qualitative part of the research; therefore, qualitative was used later to confirm the quantitative part of the survey study (QUAN > QUAL). This design is better than either qualitative alone or quantitative alone as it provides strengths that offset the weaknesses of these two.

4.2. Study area

Nairobi City County was selected for this study because of different reasons. Firstly, it is a cosmopolitan county with people from different political ideologies and tribal affiliations. Secondly, Kenya's literacy level is highest in



Nairobi City County (Kenya National Adult Literacy Survey Report, 2007); therefore, newspaper readers are more likely to be drawn from Nairobi than from any other county in Kenya. Embakasi East Sub County was identified for the research since it has the same structures and characteristics as other sub-counties, thus representing the other 16 sub-counties that make Nairobi City County. The study was based on the articles of The Standard and The Nation newspapers. These two papers were selected for the research because they are the top newspapers by audience size and share, according to The GeoPoll Blog Survey (2015). Weekend edition papers have been selected because they have more opinions and features and summarize week's happenings (BBC News, 2019). This study focused on; Lands, Water, Transport, Education, and Health, which are the key sectors in county governments.

4.3. Study population

According to Peil (2003), a population is 'an entire group of individuals, events or subjects having common observable characteristics.' This study targeted 48 983 households (Kenya National Bureau of Statistics (KNBS), 2014) in Embakasi East Sub County of Nairobi City County. The study focused on literate people who could read newspapers and understand the contents. Such households were selected for the research since they are more likely to be concerned about governance and therefore are likely to read newspapers. Nairobi City County was chosen for this study because it is a cosmopolitan and has the highest literacy level (Kenya National Adult Literacy Survey, 2007). 208-weekend newspapers that were published between April 2013 and April 2014 were studied since this was the period devolution started in the counties, and more stories about it were carried in print.

4.4. Sampling procedure

The researcher used the purposive sampling method for newspaper sampling to select 208-weekend newspapers of The Standard and The Nation. The two papers were used instead of all papers in Kenya because they are the ones with the highest number of readers (Geopoll Blog Survey, 2015). The weekend editions have been used in this study because they have more detailed contents, including columns and features that provide a wider range for content analysis (BBC News, 2019). The 208 papers' contents were looked at where feature stories, supplements, and opinion pieces were categorized as more educative and the news stories (hard news) left as more informational articles (BBC News, 2018).

This was the period when devolution had just started, and many Kenyans expected more information and education about the functions of the county governments. The researcher manually picked relevant stories from both The Nation and The Standard weekend papers for analysis of county governments' functions under the five themes, namely: Water, Health, Transport, Education, and Lands. Systematic random sampling was used to pick the 399 respondents for this study. This was a representative sample that gave this research validity for the general target population. The researcher employed a random route walk where he used a road junction as the starting point in a given administrative location.

Sample Size

This study used Yamane's (1967) formula of:

$$n = \frac{N}{1 + N e^2}$$

Using this formula, and considering a five percent margin or the statistical error with a population of 48, 983 households of Embakasi East Sub County in Nairobi City County. The following household population was arrived at for the study:

$$n = \frac{48,980}{1 + 48,980 \cdot [(0.05)]^2}$$
$$n = 399$$

However, the research was done per ward, and therefore, the household population for the five wards will also be considered and calculated as indicated in the Table 1 below:

Table 1: Household population

Category of Respondents	Ward	Household Population Per ward	Sample Size
Literate Adults (Aged 18 years and above)	Upper Savanna	11, 342	92
Literate Adults (Aged 18 years and above)	Lower Savanna	11, 342	92
Literate Adults (Aged 18 years and above)	Embakasi Airport	9, 720	79
Literate Adults (Aged 18 years and above)	Utawala	9, 720	79
Literate Adults (Aged 18 years and above)	Mihango	6, 856	57
Totals		48, 983	399

Source: Researcher's Survey

4.5. Data collection methods

Data collection was qualitative and quantitative through the use of content analysis and questionnaires, respectively.

Use of Questionnaires

Data was collected from literate residents of Embakasi East Sub County aged 18 years and above. Three hundred ninety-nine (399) questionnaires were administered. It is also important to note that the content analysis partly falls under this method of data collection where newspaper articles were quantified by counting the number of stories in each theme under study. Data collected from the respondents through the questionnaires were also analysed and counted as frequencies to determine the newspaper readership by the people of Embakasi East Sub County about the functions of the county governments.

Qualitative Data (Content Analysis)

This involved content analysis for the two weekends papers-The Nation and The Standard. Even though content analysis as a methodology was introduced over half a century ago, it is still applicable today in mass communication, particularly in the print media. The content analyses were carried out through reading and analyzing the contents of the relevant newspaper. The stories about functions of the county governments under themes of Land, Education, Water, Transport and Health were analysed.

5. DATA ANALYSIS AND DISCUSSIONS

5.1. Data presentation, analysis and discussions

Here researcher has analysed, presented, and discussed information (data) collected from respondents and the newspaper contents in relation to the study objectives and questions. It contains the response rate, quantitative data collected through research questionnaires, and the qualitative data collected from the content analysis. Below is the response Table 2:

Table 2: Response Rate

Response Category	Frequency	Percentage
Actual Response	354	88.9
Non-Response	24	6.0
Invalid Response	21	5.1
Total	399	100

Source: Field Survey

The researcher distributed 399 questionnaires to the respondents within Embakasi East Sub County. Of the total, 354 (88.9%) questionnaires were fully responded to, while 21 (5.1%) were invalid and 24 (6.0%) were not responded to at all. The response was enough for a study.

Level of education

The survey sought after the level of education for the respondents to establish whether they are in a capacity to comprehend the contents of a newspaper, specifically on devolution and governance. In addition, level of education is a key determinant of subscription to newspapers' contents as shown in the Table 3 below.

Table 3: Level of education of respondents

Educational Level	Frequency (n)	Percentage (%)
Diploma	60	16.9
O Level/KCSE	17	4.9
University Degree	217	61.3
Certificate	60	16.9

The survey findings (Table 3) showed that most (61.3%) of the respondents had university education at the highest level attained; with secondary education (O-level) being the least 4.9%. Certificate and diploma shared a percentage of 16.9%. The study findings pointed out that most of the Embakasi East residents have the basic education level that can help them read and comprehend the contents of a newspaper. According to Kickbusch (2001), any person who has attained a minimum of secondary education can read and write, which are essential components of communication and messaging as in newspapers. Therefore, the residents of Embakasi East Sub County were fit for this study.

Results for the informational role of media on devolved governance

For the informational role, the study looked at the hard news. Hard news, according to BBC News (2019) is more informative compared to soft news (feature stories), opinions, supplements, which are also more educative. The Table 4 below shows the informative news items' frequencies on the five thematic areas of land, education, health, transport, and water. Frequencies on the informational role on counties' functions on Lands, Transport, Education, Health and Water by the newspapers studied.

Table 4: The informative news items' frequencies

Newspapers	Frequencies	Percentage
The Standard on Sunday	31	20.1
The Nation on Saturday	51	22.1
The Sunday Nation	66	31.6
The Standard on Saturday	51	26.2

Source: Field Survey

Lands, Transport, Education, Health and Water, remain essential drivers and determinants of economic growth in the counties (National Gender Equality Committee, 2013). For this reason, newspaper brands are continually put to the task of ensuring their readers stay informed in these crucial areas. The study sought to establish the most preferred newspaper on topical issues that steer economic growth. From the Table 4 above, Sunday Nation was the most preferred newspaper (31.6%) for information on devolved functions on Lands, Transport, Education, Health and Water; followed by Standard on Saturday (26.2%). Nation on Saturday followed at 22.1%, then finally Standard on Sunday at 20.1%.

Newspaper contents on the informational role of media on devolved governance

The study looked at the contents of the 208-weekend newspapers. The study looked at 104 copies of Saturday and Sunday Nation and 104 copies of Saturday and Sunday Standard copies for 12 months, from April 2013 to April 2014. For the informational role of media, the researcher found 768 news stories about devolution on Lands, Water, Health, Education, and Transport.

This was out of 1920 stories that touched on devolution issues; some were discussing corruption, county politics, features, opinions, commentaries, and supplements, among others. In total, the Nation (Both Sunday and Saturday) had 306 (47.66%) stories on the five themes, while Standard had 402 (52.34%) stories. The Table 5 below indicates the standard newspaper (Weekend edition) on matters devolution regarding the five themes above.

Table 5: Frequency of the informational stories per theme in the Standard newspaper

Themes	Total Frequency (402 stories)	Standard on Saturday	Sunday Standard
Lands	13.2% (53 stories)	30 stories (56.6%)	23 stories (43.4%)
Transport	16.7% (67 stories)	46 stories (68.66%)	21 stories (31.34%)
Education	24.4% (98 stories)	50 stories (51%)	48 stories (48.98%)
Health	25.9% (104 stories)	55 stories (52.9%)	49 stories (47.1%)
Water	19.8% (80 stories)	50 stories (62.5%)	30 stories (37.5%)
Total Stories	402 (100%)	231 stories (57.46%)	171 (42.53%)

Source: Researcher's Survey

From the above Table 5, for The Standard newspapers, there were 402 stories; with Lands 53 stories (13.2%), Transport 67 (16.7%), Education 98 (24.4%), Health 104 (25.9%) and Water 80 (19.8%). On Saturday, the Standard

recorded more stories at 231 (57.46%); than Sunday Standard at 171 stories (42.53%). This could be because the Sunday paper has dedicated most of its pages to special political stories and analyses.

Table 6: Frequency of the informational stories per theme in the Nation newspaper

Theme	Total Frequency (306 stories)	Saturday Nation	Sunday Nation
Lands	43 stories (14.05%)	33 stories (76.7%)	10 stories (22.26%)
Transport	56 stories (18.3%)	47 stories (83.9%)	9 stories (16.07%)
Education	61 stories (19.93%)	38 stories (62.3%)	23 stories (37.7%)
Health	59 stories (19.28%)	59 stories (100%)	0 stories (0%)
Water	64 stories (20.92%)	42 stories (65.63%)	22 stories (34.4%)
TOTALS	306 stories (100%)	219 stories (71.57%)	87 (28.4%)

Source: Researcher's source

From the above Table 7, Lands had the least number of stories at 43 (14.05%), followed by Transport 56 (18.3%), Education 61 (19.93%), Water 64 (20.92%) than Health 82 (26.797). Again it was clear that Saturday Nation carried more stories on the five thematic areas at 219 stories (71.57%) while Sunday Nation had 87 stories (28.43%).

5.2. Discussions and analysis

Under this, the researcher has looked at the role the newspapers, The Standard and The Nation, preferably weekend editions, have played in informing readers about the county governments' functions. The researcher has looked at both the qualitative and quantitative findings per every theme understudy for the analysis and discussions. On the days studied, that is Saturday and Sunday, Saturday was found to be carrying more (63.6%) stories on the county governments' functions in regards to the five themes of Health, Water, Transport, Education and Lands than Sunday newspapers (36.4%).

For information on Lands, Transport, Education, Health and Water from the questionnaires administered, the most preferred newspaper was Sunday Nation (31.6%), followed by Sunday Standard (26.2%). Others followed as Nation on Saturday (22.1%) and Standard on Sunday (20.1%).

Educational role of media on functions of County Governments

Under this objective, the study selected feature stories (soft news), editorials, and opinion pieces, among others of the weekend newspapers of between the period of April 2013 to April 2014 for the educational role on the county government's functions. Media provide extensive and extremely useful contents that educate people on different issues that include matters governance (Moerdyk, 2012). Therefore, media educate people so that they gain knowledge about what is in existence.

For the educational role, the study looked at the soft news (features), opinion pieces, editorial pieces, and supplements related to the five themes. Reliance on Newspaper for Educational Purpose on County Government Roles. All over the world, media have significantly been used for educational purposes and the impact has been solid. Print media has been identified as one of the media outlets that promote education on different issues majorly through feature stories and opinion pieces (BBC News, 2018).

The study established the level of reliance on newspapers for educational purposes by Embakasi East Sub County residents.

Table 7: Reliance on newspaper for educational purpose

Response	Frequency	Percentage
Yes	247	69.77
No	88	24.86
Don't Know	19	5.37
Total	354	100

Source: Field Survey

The study showed on Table 7 that most (69.77%) of the respondents relied on newspapers for educational purposes on the functions of county governments. This population read opinion pieces, feature stories, and supplements that have educative pieces about the county governments' operations, which eventually educate the audience about the functions of the county governments. This kind of knowledge gain makes citizens aware of the roles played by the county governments; a need that has also forced key stakeholders to start publishing educative columns in the national newspapers as supported by research conducted on devolution and media (Iberi, 2014).

Table 8: Preference of Newspaper for Educational Purpose on county governance on themes; Land, Water, Education, Health and Roads

Newspaper	Frequency	Percentage
The Standard on Sunday	37	24.8
The Nation on Saturday	16	16.6
The Sunday Nation	24	19.8
The Standard on Saturday	49	38.8

Source: Researcher's Survey

As shown in the Table 8 above, most (38.8%) of the respondents who relied on newspapers for educational purposes preferred The Standard on Saturday, followed by The Standard on Sunday (24.8%). Others are The Nation on Saturday at 16.6% and The Sunday Nation at 19.8%. However, it is important to note that the weekend editions were also preferred for media educational role on functions of county governments as indicated: Standard on Sunday (14.8%), Nation on Saturday (6.6%), Sunday Nation (9.8%), and Standard on Saturday (19.7%).

Newspapers content on Educational Role of Media on devolved governance

The study looked at the contents of the 208-weekend newspapers; 104 copies of Saturday and Sunday Nation, and 104 copies of Saturday and Sunday Standard for 12 months, from April 2013 to April 2014. For the educational role of media, the researcher found that 411 articles (opinion pieces, feature stories, commentaries, and supplements) were about devolution on Lands, Water, Health, Education, and Transport. This was out of 1920 stories that were touching on issues of devolution for that period of time. In total, the Nation (Both Sunday and Saturday) had 211 (51.3%) stories on the five themes, while the Standard had 200 (48.7%) stories.

The Table 9 below indicates the Standard newspaper's educational role (Weekend Edition) on functions of devolved units according to the five themes above.

Table 9: Frequency of educational articles per theme in the Standard weekend papers

Themes	Total Frequency (200 articles)	Standard on Saturday	Sunday Standard
Lands	40 articles (20%)	10 articles (25%)	30 articles (75%)
Transport	34 articles (17%)	14 articles (41.1%)	20 articles (58.8%)
Education	43 articles (21.5%)	20 articles (46.5%)	23 articles (53.5%)
Health	45 articles (22.5%)	35 articles (77.8%)	10 articles (22.2%)
Water	38 articles (19%)	18 articles (47.4%)	20 articles (52.6%)
Total Articles	200 articles (100%)	97 articles (48.5%)	103 articles (51.5%)

Source: Researcher's Survey

From the above Table 9, for The Standard newspapers, there were 200 articles; with Lands 40 articles (20%), Transport 34 (17%), Education 43 (21.5%), Health 45 (22.5%) and Water 38 (19%). On Sunday, the Standard recorded more articles at 103 (51.5%) than Standard on Saturday at 97 articles (48.5%). This is because a look at the Sunday paper revealed more pages dedicated to analysis, commentaries, and opinion pieces that offer more education on the county governments' functions regarding the above-studied themes.

Table 10: Frequency of educational articles per theme in the Nation weekend papers

Themes	Total Frequency (211 articles)	Saturday Nation	Sunday Nation
Lands	42 articles (19.9%)	20 articles (47.6%)	22 articles (52.4%)
Transport	38 articles (18.0%)	19 articles (50%)	19 articles (50%)
Education	45 articles (21.3%)	27 articles (60%)	18 articles (40%)
Health	47 articles (22.3%)	27 articles (57%)	20 articles (42.55%)
Water	39 articles (18.5%)	19 articles (48.4%)	20 articles (51.28%)
Total Stories	211 articles (100%)	112 articles (53.1%)	99 articles (46.9%)

Source: Researcher's Survey

From Table 10 above, Transport had the least number of articles at 38 (18.0 %), followed by Water at 39 (18.5%), Lands 42 (19.9%), Education 45 (21.3%) and Health 47 (22.3%). Again it is clear that Saturday Nation carried more stories on the five thematic areas at 112 articles (53.1%) while Sunday Nation had 99 articles (46.9%).

5.3. Discussions and analysis per the theme

Under this, the researcher looked at the role the newspapers, The Standard and The Nation, preferably, weekend edition, has played in educating readers about the county governments' functions. The researcher has looked at both the qualitative and quantitative findings per every theme understudy for the analysis and discussions. According to the findings above, Sunday posted the highest the day the newspapers were sampled at 211 (51.3%) articles while Saturday posted the least 200 (48.7%) articles.

For the educational role of media on Lands, Transport, Education, Health and Water from the questionnaires administered, the weekend papers were preferred as follow: The Standard on Saturday (19.7%), The Sunday Standard (14.8%), The Saturday Nation (6.6%) and The Sunday Nation (9.8%). For content analysis, 411 articles were looked at for a period of 12 months between April 2013 and April 2014, where it analyzed feature stories, commentaries, supplements, and opinion pieces.



6. RECOMMENDATIONS AND CONCLUSION

This study's recommendations were drawn from the literature and data analysed above in contributing to the academic body of knowledge. The study recommends that all the weekend newspapers should slot more sections that will essentially highlight all government arms' functions. There should exist expansive publication of information on devolution and county governance by the relevant statutory bodies responsible for the implementation of the new constitution.

This study was conducted to assess the role of the media in informing and educating Kenyans on devolved governments' functions. Majority of the respondents relied on newspapers, in this case, weekend Standard and Nation to a greater extent for information about what counties do. From a content analysis, the Standard and the Nation weekend papers carried many news items that had information about the county governments' functions in regards to the five themes studied, namely, water, transport, health, education, and lands.

Further, according to the study findings, the newspaper has been heavily relied on for knowledge on devolution and the functions of county governments. The need for understanding the roles of county officials, public participation and the objectives of devolution were among the cited reasons for relying on newspapers more than other media. In response, newspapers have constantly published educative columns, feature stories, and opinion pieces on the functions of county government to continually enlighten the public on the functions as well as expectations. Therefore, from the results and analyses, the print media has played a major role in informing and educating people about the functions of county governments in Kenya.

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