THE PRINT MEDIA'S USE OF LANGUAGE TO COVER POST-ELECTION VIOLENCE: A COMPARATIVE STUDY OF TWO KENYAN DAILIES

BY

MWEMBI, JOSEPH MAGENA

C50/ 10119/ 2007

A dissertation submitted in partial fulfilment of the requirements for the degree of

Master of Arts in English and Linguistics of Kenyatta University, Nairobi.

July 2011.
Declaration

This dissertation is my original work and has not been presented for a degree in any other university or any other award.

Mwembi, Joseph Magena

Signature: [Signature] Date: 18th July, 2011

This dissertation has been submitted for examination with our approval as University supervisors.

1. Dr. Geoffrey Maroko
Lecturer, Department of English and Linguistics.
Kenyatta University.

Signature: [Signature] Date: July 18, 2011

2. Dr. Purity Nthiga
Lecturer, Department of English and Linguistics.
Kenyatta University.

Signature: [Signature] Date: 18th July, 2011
Dedication

For tender, sweeter and richer memories and for days made dearer and lovelier by your love and company. This dissertation is cordially dedicated to my wife Bochere and my daughter Liza. May God grant you the best of days and eternity in particular.
Acknowledgements

I am primarily obliged to Christ for His grace and assurance that “....for with God all things are possible,” Mark 10:27 NKJV this dissertation notwithstanding.

I am also greatly indebted to Dr. Maroko for his mentorship and very constructive suggestions and Dr. Nthiga for her insightful comments and advice. Without their guidance, this dissertation’s academic touch would not have been possible.

Special thanks to go to my colleagues Meshack, Colleta, Solomon, Purity, Bernard, Beth and Christine for their useful comments. I will not fail to recognize and appreciate the moral and social support from both my parents and parents-in-law during this study. Towards the typing and printing of this dissertation, much kudos to Manyange for his material support. Credit also goes to my siblings and friends for their constant prayers, which have kept my hope of completing this work alive. Finally, to all and sundry - BRAVO!
Abstract

This report presents a contrastive text-linguistic study of rhetorical differences between texts written by the ‘journalese’ of different cultural practices, but using as means of expression the same language: English. This was by describing the linguistic features of headlines used by the *Daily Nation* and *The Standard* to cover PEV as well as the linguistic feature similarities and differences in the news texts. The study also shows the discourse function of the linguistic features used by the two dailies to cover PEV. A descriptive research design is adopted for this study. Six news reports were purposively sampled for analysis. Only those articles of more than 350 words, authored by either the Nation or Standard team respectively and covering the same topical issue (Post 2007-Election Violence) were considered. The study adopts an eclectic theoretical framework in which the genre theory, systemic functional grammar model, appraisal theory and Biber’s (1988) model informed data analysis. Data was then discussed and the results presented through frequency tables. Generalizations and conclusions were made based on the findings of the study. This was an attempt aimed at contributing to research in *Genre Analysis*. It has emerged that expressions that imply and visualize violence characterized the writing of headlines making readers to visualize a grim picture of the PEV experience. Again, both dailies preferred the use of the past tense to indicate something of just how basic narration of past actions and events like PEV are in the news beats. Also, private verbs were never employed by the *Daily Nation* probably to distance the writers from expressing private thoughts, attitudes and emotions to their audience. On the other hand, *The Standard* employed private verbs probably to express private thoughts, attitudes and emotions to their audience. Finally, the choice between the active or passive voice emphasizes, minimizes or entirely omits the role of the participant in a sentence depending on how blame or credit is to be distributed among them. The study recommends that genre-based teaching approach be adopted to instruct journalists by developing materials tailored on such an approach. This will go a long way in grounding the learner in the news writing community. This seems to agree with Kay and Dudley-Evans’ (1998:310) assertion that a genre-based approach will enable the learner to enter a particular discourse community, and discover how writers organize texts.
CHAPTER ONE

INTRODUCTION

1.1 Background to the study

1.2 Statement of the problem

1.3 Research objectives

1.4 Research questions

1.5 Research assumptions

1.6 Rationale of the study

1.7 Scope and limitations

1.8 Summary
CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

2.2 Genre based studies

2.3 The newspaper as a genre

2.4 Studies on text linguistics

2.5 Studies adopting the rhetoric approach

2.6 The nature of news

2.7 Theoretical framework

2.7.1 The genre theory

2.7.2 The systemic functional grammar model

2.7.3 Appraisal theory

2.7.4 Biber’s (1988) model

2.7.5 Summary

CHAPTER THREE

METHODOLOGY

3.1 Introduction

3.2 Research design

3.3 Study population, sample and sampling procedures

3.4 Data presentation, analysis and discussion

3.5 Summary
CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION

4.1 Introduction

4.2 Treatment of data

4.3 Linguistic features of headlines

4.3.1 Headline choices

4.3.2 Shorthand in headlines

4.3.3 Repetition

4.3.4 Omission of articles

4.3.5 Omission of main verbs and of auxiliaries

4.3.6 The use of short words

4.3.7 The inclusion of an action and an agent

4.3.8 The suppression of spatial and temporal markers

4.3.9 The mixing of numerals with words

4.3.10 A summary on headlines

4.4 Linguistic feature differences and similarities between the dailies

4.4.1 Narration

4.4.2 Personal involvement

4.4.3 Abstract discourse

4.4.4 Explicit reference

4.4.5 Summary
CHAPTER FIVE
SUMMARY OF FINDINGS, IMPLICATIONS AND RECOMMENDATIONS .............................................. 74

5.1 Introduction .................................................. 74
5.2 Purpose of the study ........................................... 74
5.3 Summary of findings .......................................... 75
5.4 Implications of the study ...................................... 78
  5.4.1 Writing and teaching .................................... 78
  5.4.2 Material development ................................... 78
  5.4.3 Further research ....................................... 79
5.6 Summary ....................................................... 80

BIBLIOGRAPHY ....................................................... 81

APPENDICES ..................................................................... 88

Appendix 1: Linguistic feature checklist ........................................ 88
Appendix 2: Headline titles of the Daily Nation and The Standard ............... 89
Appendix 3: News item 1; Daily Nation: NAIROBI, TUESDAY, JANUARY 1, 2008 ........................................................ 90
Appendix 4: News item 2; Daily Nation: NAIROBI, THURSDAY, JANUARY 17, 2008 ......................................................... 92
Appendix 5: News item 3; Daily Nation: NAIROBI, MONDAY, JANUARY 28, 2008 .......................................................... 94
Appendix 6: News item 1; THE STANDARD: TUESDAY, JANUARY 1, 2008 ............................................................. 95
Appendix 7: News item 2; THE STANDARD: THURSDAY,
JANUARY 17, 2008.................................................................98

Appendix 8: News item 3; THE STANDARD: MONDAY,
JANUARY 28, 2008.................................................................101
List of figures

Figure 1: Relation of genre and register to language.................................................28
Figure 2: An overview of appraisal resources..............................................................32

List of tables

Table 4.1: Linguistic features that show narrative discourse in news reporting...........56
Table 4.2: Linguistic features that show personal involvement in news reporting........61
Table 4.3: Linguistic features that show abstract discourse in news reporting.............65
Table 4.4: Linguistic features that show explicit reference in news reporting..............70
Table 4.5 Use of the nominal demonstrators; protestors or rioters............................71
Abbreviations

CIPEV: Commission of Inquiry into Post Election Violence
DN: Daily Nation
KANU: Kenya African National Union
ODM: Orange Democratic Movement
PEV: Post Election Violence
PNU: Party of National Unity
STD: The Standard
Operational definition of terms

Circulation: Audience size / number of readers of a publication. In our study, it is the newspaper readership size.

Culture: The set of shared attitudes, values, goals, and practices that characterizes an institution or organization which in this study refers to the individual media house writing practices.

Genre: The conventional text type that is associated with a specific communicative function, for example news texts in a newspaper genre.

Journales: A style of writing held to be characteristic of newspapers.

Pragmatics: The general study of how context influences the way we interpret sentences.

Print media: Newspapers, magazines and books.

Rhetoric: The art of persuasive discourse; the discourse here referring to either spoken or written communication.

Text: A stretch of language recorded for the purpose of analysis and description.
CHAPTER ONE

INTRODUCTION

This chapter deals with the preliminaries of the study. Herein presented is the background to the study, statement of the problem, research objectives, research questions and research assumptions, rationale for the study as well as scope and limitations respectively.

1.1 Background to the study

Mass media, the medium used to communicate messages to a large number of people, falls into three categories based on the technology by which they are produced – print, electronic and photographic. The primary print media are books, magazines, and newspapers (Vivian, 2003:5). Print is one of the great inventions of humankind on which rests practically the whole of modern culture. A print culture is consumer oriented having language itself as a commodity, with profound effects on social and individual consciousness (Finch, 2003). Finch further observes that latent within a print culture is the notion that ideas do not belong to any one person but potentially to everybody. In that sense, they are a universal commodity. Equally, each copy of the print material is unique in its own way. This study looks at how newspapers, one of the primary print media, used language to cover Post 2007-Election Violence in Kenya.

In one of the major works on newspaper language from the early 1990s, Bell (1991) establishes a generic distinction between three kinds of newspaper texts. These are news texts, opinion, and service information. Further major work from the same year, Fowler’s
(1991) *Language in the News*, focuses exclusively on news report, the predominant text type (genre) in newspapers. However, newspapers also contain texts that carry comments, interpretations, evaluations and recommendations, based on and relating to events and issues reported in the news texts.

News texts employ language. Human language, whether spoken or written, is used for communication and can perform many communicative functions. The most important function is the communication of information. Bennet (1976) posits that communication is primarily a matter of a speaker seeking either to inform a hearer of something or to enjoin some reaction upon him. This is the transactional function of language. The speaker has primarily in mind the efficient transference of information. Language used in such situation is “message oriented” and it is important that the recipient gets the informative details correctly (Brown & Yule, 1983). Such is the function enjoined in the news writer/ newsreader context. The present study assesses how the news writers used language as a means of information transfer as well as enjoining some reaction on the newsreaders.

According to Searle (1976), there are rather a limited number of basic things we can do with language; we tell people how things are (Representatives), we try to get them do things (Directives), we express our feelings and attitudes (Expressives) and we bring about changes through our utterances (Declaratives). Palmer (1976) additionally observes that speech acts persuade, warn and caution, hence language is used to say something and influence other people in many different ways. For instance, when Kenya plunged into
violence and destruction over the disputed Post 2007- Presidential Elections, her crisis attracted a national, regional as well as international attention.

In light of the violence witnessed, the language of news reportage becomes critical and a motivation to the current study. Reah (1998) points out that the language of headlines is special and has its own characteristics on the lexical, syntactic, and rhetorical levels for its brevity, attractiveness and clarity. Following Reah (1998), our research describes the linguistic features of newspaper front-page headline news using examples from our corpus. In addition, much of what we say is not simply a statement of fact but an evaluation. The function of words in language is to influence attitudes. Identical front news headlines like ‘Save Our Beloved Country’ in the Daily Nation (DN) and The Standard (STD) papers of January 3, 2008 presupposed that the contending powers (Party of National Unity and Orange Democratic Movement) were doing little or nothing towards brokering peace and tranquility to its citizenry.

It should not escape our attention that news is not just ‘the facts’, but also rhetoric-messages influencing how readers and viewers perceive reality. News is persuasive not simply in what it covers but also in how it is presented (Routledge and Kegan, 1980:402). Hence, each newspaper discourse has a distinct purpose, language and rhetorical structure. In his study of the ‘Kenyan Newspaper Discourse’ Nyongesa (2005) also supports the view that rhetoric is the strategic use of language and structures to persuade a reader. The relevance theory, which Mangeni (2008) uses in the ‘Analysis of political language in Kenya…’ supports the notion that words can influence people to act in
certain ways. On this premise, the present study assesses the linguistic structures that could have inflamed people's passions after the December 27, 2007 general elections.

The crisis witnessed because of the flawed Presidential elections led the Commission of Inquiry into Post Election Violence (CIPEV) commonly known as 'The Waki Commission' to investigate the facts and circumstances surrounding the [Post 2007-Election] Violence. The report revealed that 'Sadly, violence has been a part of Kenya's electoral processes since the restoration of multi party politics in 1991. However, the violence that shook Kenya after the 2007 general elections was unprecedented'. It was by far the most deadly [claiming 1,133 lives and suffering injuries on 6,938 persons] and the most destructive violence [destroying 117,216 Private properties and 491 Government owned properties] ever experienced in Kenya. Also, unlike previous cycles of election related violence, much of it followed, rather than preceded elections. The 2007-2008 PEV was also more widespread than in the past. It affected all but two provinces [Eastern and North Eastern] and was felt in both rural and urban parts of the country.

This study delves into the language of news reports but with a particular focus on the PEV period as presented by the two major Kenyan dailies, that is, the *Daily Nation* and *The Standard*. Language being the medium of communication behooves linguists to find out how human beings use language to communicate, and more particularly, how writers construct linguistic messages for readers to interpret and understand them. Accordingly, two main approaches have been developed in linguistics to deal with the transmission and reception of messages namely; discourse analysis and text analysis.
The analysis of discourse is, necessarily, the analysis of language in use. Whereas text analysis normally concentrates on describing the way in which texts are organized, (sentence structure, cohesion), discourse analysis looks at the way language communicates meaning as well as social and power relations. The model of discourse analysis text analysts adopt, which has had the greatest influence is systemic functional model propagated by Halliday (1981). This functional approach maintains that language is used to fulfill a communicative function. It regards meaning as an essential aspect of language that should not be divorced from context. However, the present study selects and applies those elements of Halliday's grammar, which are of particular relevance to reportage news. They include linguistic feature description, similarities, differences and their function in reportage news in the two major Kenyan dailies.

As Crystal and Davy (1969) observe, writers select certain grammatical forms more than others to achieve their goal of writing. Accordingly, this study undertakes to describe, compare and contrast as well as give the function of linguistic features of reportage news in the two major Kenyan dailies. The motivation for a study of this nature is to show how and why writers used certain linguistic features in news to report PEV. This study specifically attempts to isolate the print media as a factor that explains the violence and why it escalated as it did. This factor (the print media) should also demonstrate how violence was reported in the two major dailies in Kenya. In essence, this could not only help rationalize how writers use language but also reveal the linguistic features they employ in doing so.
1.2 Statement of the problem

In the eighth chapter of the Commission of Inquiry into Post Election Violence (CIPEV) entitled ‘The Media and the Post Election Violence’, an investigation on whether and how the spread of information through the print and broadcast media had contributed to PEV was done. The report documenting testimonies of key witnesses revealed that indeed some media houses became sensational and unnecessarily alarmed their audiences and inflamed their passions. It should not be lost that most newspapers are known to have in-house policies that inform their writing. This seems to agree with Crystal and Davy’s (1969) observation that writers select certain grammatical forms more than others to achieve their goal of writing.

However, studies conducted so far have not explicitly revealed how papers contextually compare in their writing practices. Consequently, this study undertakes to fill this research gap by comparing the Daily Nation and The Standard newspapers in the context of PEV in order to answer the question – Which grammatical forms did the ‘journaleses’ of the two Kenyan dailies prefer in reporting PEV and why? The present study therefore describes, compares and contrasts the linguistic features used by the Daily Nation and The Standard newspapers to cover PEV and hence explain their discourse function. This is done by analyzing how their specific discoursal features apply in texts.
1.3 Research objectives

1. To describe the linguistic features of headlines used by the *Daily Nation* and *The Standard* to cover PEV.
2. To describe the linguistic feature similarities and differences in the news texts used by the two dailies to cover PEV.
3. To explain the discourse function of the linguistic features used by the two dailies to cover PEV.

1.4 Research questions

1. What are the linguistic features of headlines used by the *Daily Nation* and *The Standard* to cover PEV?
2. Which are the linguistic feature similarities and differences in the news texts used by the two dailies to cover PEV?
3. What is the discourse function of the linguistic features used by the two dailies to cover PEV?

1.5 Research assumptions

1. There are linguistic features of headlines used by the *Daily Nation* and *The Standard* to cover PEV.
2. The news texts of the two dailies exhibit similarities and differences in the use of linguistic features to cover PEV.
3. The linguistic features used by the two dailies to cover PEV have a discourse function.
1.6 Rationale for the study

In light of the unfortunate events (violence) that took place in Kenya over the disputed Presidential Elections of December 2007, the stakes held (nationhood) and the scale of violence (widespread); it is worth assessing how newspapers fared in covering this national crisis.

The language of the print media being key to communication behooves this study to evaluate it on a major premise that communication is not simple and carries no guarantee of success. What the media most commonly do is reinforce opinions, attitudes and beliefs, and maintain the status quo (Klapper, 1960).

The critique on the language of the newspapers could contribute towards government legislating laws on self-censorship by the Media Owners. Further, an independent regulation can be proposed to ensure free press since the government cannot be impartial when it is a victim of media attacks. The study will also benefit forensic linguistics since there is need for research and expert evidence in cases of disputed authorship and contested meanings done through forensic text analysis.

The data collected will form useful corpora for areas of language research like Discourse Analysis which is committed to an investigation of what language is used for (Brown 1983:1); Semantics, the scientific study of meaning in language; and Pragmatics, the study of language in use. Indeed, the study has pedagogical implications for teaching
journalistic English since it is important for media writers to use standard conventions of the English language.

Finally, it is hoped that future researchers undertaking studies in critical linguistics will find this work a relevant reference since it is important to analyze the written, spoken or signed language in order to reveal ideologies coded implicitly behind overt propositions. Consequently, the study will enlighten people to evaluate media messages and respond critically, making them much less likely to rely on opinions of the 'journalese'.

1.7 Scope and limitations

The research generally focuses on news coverage by the print media and more particularly by the two mainstream newspapers in Kenya, namely: Daily Nation and The Standard. This is because of their wide circulation and readership, hence their influence on the public audience.

The crux of the present study captures the print texts of reportage news. Our corpus constitutes front headline news appearing over a period of one month following the general elections of December 27, 2007. Headline news tend to use language that arrests the reader’s attention. It also comprises the most essential information.

The period referred to represented the darkest moments in the country when the two major parties, ‘the Party of National Unity (PNU) and ‘the Orange Democratic Movement (ODM)’ were jostling for the retention or gain of power respectively. During
this period too, the mediation of the consequent violence over the disputed outcome had not yielded any meaningful settlement on that matter. The selected news items for this study may not be exhaustive by fact of time and resources but are indeed generalisable to each of the two daily's frame of news.

Photographic reportage, feature stories, diagrams, sketches, editorials, commentaries as well as other embellishments are not analyzed for they require an exclusive study of their own.

The conventions of writing like the use and size of margins, the indention of paragraphs, the use of hyphens (both in conjoined phrases at the end of lines), and spacing can be ignored; they are no more transparent than is the structure of discourse. They too are not factors in writing - rather, they constitute important prewriting skills.

1.8 Summary
The purpose of the present study is to demonstrate how the Daily Nation and The Standard newspapers compared in the language of reporting PEV. This could not only help rationalize how news writers use language but also reveal the linguistic features they employ in doing so. In view of the outlined purpose, the present chapter has dealt with the preliminaries of the study, which include the background to the study, statement of the problem, research objectives, research questions and research assumptions, rationale for the study as well as scope and limitations. The next chapter deals with the literature review and theoretical framework for the present study.
CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

The previous chapter dealt with the preliminaries of the study. This chapter puts the present study into perspective against available related literature. Since this study is specifically concerned with the language of the news reports on PEV, this chapter provides vital information from which the analysis and discussion of data in chapter four draws. The present chapter has two parts: first, the literature review which has five sub-sections namely: genre based studies, the newspaper as a genre, studies on text linguistics, studies adopting rhetoric approach and the nature of news. The second part has the theoretical framework, which entails the genre theory, the systemic functional grammar model, appraisal theory and Biber’s (1988) model.

2.2 Genre based studies

There is need to identify the structure and features that describe different categories of texts. This in essence places different texts within their respective settings. Swales (1990) developed a concept of genre as a communicative event guided by purpose(s) and, which occurs within a discourse community (a specific group, interested in certain activities and subjects). Based on those two concepts, he studied the introductions to scientific journal articles. He observed that an Introduction, Methods, Results and Discussion (IMRD) sections characterize scientific writing. He collapsed these into three moves (discrete parts) constituting his Create a Research Space (CARS) model namely,
establishing the territory, establishing the niche, occupying the niche. Swales notes that such a schematic structure serves the communicative purpose, which is agreeable to experts in the scientific field. He concluded that academic genres in particular discourse communities have favoured moves, which follow a particular favoured order.

Additionally, Maroko (2010) investigates the MA and MSC theses in a bid to describe how they respond to domain specific thesis writing guidelines. He does this by investigating the generic characteristics of the MA and MSC theses and how they are manifested in the text to convey existing communicative purposes. He describes the rhetorical structure of the theses and associated linguistic choices used in its construction in the Kenyan Public Universities. His study also explains the rationale behind the structure and language use in the MA and MSC theses.

Accordingly, the studies outlined above indicate that genre analysts distinguish various genres by spelling out their compositional characteristics. In line with this observation, the present study describes, compares and contrasts the linguistic features used by the two dailies as they reported Post 2007-Election Violence and hence explains their discourse function. This is done by analyzing how their specific discoursal features apply in texts. This is because a rhetoric sound definition of genres must be centered not on the substance of form of discourse but on the action it is used to accomplish.

This study borrows from Swales (1990:39) argument that the researcher’s role in genre analysis is neither to follow slavishly the nomenclatures of groups, nor is it to provide
his/her own deductive and introspective categorical system. Rather, the procedure should be to develop sets of *a posteriori* categories, ones based on empirical investigation and observation within which eliciting the community’s category-labels play a central role. This view is equally supported by Saville-Troike’s (1982) observation that languages do not have ‘perfect metalanguages’ and therefore need supplementation and refinement through further research. Saville-Troike’s (1982) observation is a gap that needs an exclusive study in the context of media language use of which this study partly fills by characterizing the linguistic features of the two dailies.

2.3 The newspaper as a genre

Different genres emerge in different cultural settings. Couture (1986:82) notes that a genre (Research report, editorial, explanation, business report etc.) does not only specify kinds of codes emerging in a group of related texts; but it specifies conditions for, beginning, continuing and ending a text. This means that genres are completable as well as completed structured texts. Genre in linguistics is only found amongst linguists of ethnographic or systemic persuasions (Swales, 1990). This study adopts the linguistic view of genre, which emphasizes the classification aspect of texts with similar characteristics. The linguistic view of genre holds that a genre analysis approach sets up the structure of a text and the organizational features that go into it. In the present study, the *Daily Nation* and *The Standard* dailies are viewed a genre representing different writing cultures/practices but using as means of expression the same language: English. This study describes how discoursal characteristics in the Kenyan media discourse community were manifested in the two dailies as they constructed the text.
Genre, according to Yates and Orlikowski (1992), has a pattern from which an instance is recognized as a member of a specific community. Yates and Orlikowski (1992) too suggest that a genre could be characterized by having similarities in substance and form. Substance refers to social motives, themes and topic. Form refers to observable physical and linguistic features; structural, medium and language or symbol system. Newspapers as genre equally exhibit a characteristic of similarity in substance and form. Whitaker et. al. (2000) observes that newspapers are divided into three sections - facts sections, opinion sections and persuasive section. The facts sections of a newspaper include headlines, news stories and sports. Headlines tend to use language that attracts the reader’s attention. Newspapers normally write hard news stories, such as those pertaining to murders, fires and wars in “inverted pyramid” model. This means that the most essential information is to be found in the headline and the first paragraph of a news story, that is, the “who, what, when, where”. The remainder of the information, which comprises the “why, how”, is found in the body of the news story.

Opinion sections of newspapers include editorials, letters to the editor, feature articles, columns and cartoons. Persuasive sections of a newspaper include classifieds and advertorials. Non-fiction texts include newspapers and magazine articles, textbooks etc. While non-fiction is based on the real world and fiction is based on an imagined world, there are important overlaps, with each genre borrowing elements and techniques from the other. Fiction often borrows from non-fiction to help create a sense of reality and believability. For example, by using real place names in which to set its stories; non-
fiction borrows from fiction most especially by using the story form and structure called *narrative*; it is this, which allows non-fiction writers to create engaging, absorbing, and interesting texts that involve as well as inform and persuade. Newspaper stories often represent real people as ‘fictional’- type characters making them ‘heroes’ and ‘villains’ and using a narrative structure, hence creating suspense and tension to make us want to read on to find out just what does happen next! This understanding informed the analysis of texts adopted from news reports of Post 2007-Election Violence.

Genres can be seen as involved in the construction of their readers. John Fiske sees genre as a means of constructing both the audience and the reading subject (Fiske, 1987:114). In this way, genres can be seen as constituting a kind of tacit contract between authors and readers. John Hartley argues that ‘genres are agents of ideological closure; they limit the meaning-potential of a given text’ (O’sullivan et al. 1994:128). Rober Hodge and Guither Kress define genres as ‘typical forms of texts which link kinds of procedures, consumer, topic, medium, manner and occasion’ adding that they ‘control the behaviour of producers of such texts, and the expectations of potential consumers’ (Hodge and Kress 1988: 7). From the point of view of the producers of texts within a genre, an advantage of genres is that they can rely on readers already having knowledge and expectations about works within a genre. Our supposition is that both the *Daily Nation* and *The Standard* readers easily identify these dailies writing practices. Fowler comments that ‘the system of generic expectations amounts to a code, by the use of which (or by departure from which) composition becomes more economical ‘(Fowler, 1989: 215). Genres can thus be seen as a kind of shorthand serving to increase the ‘efficiency’ of communication.
Genre provides an important frame of reference, which helps readers to identify, select and interpret texts. Any text requires what is sometimes called ‘cultural capital’ on the part of its audience to make sense of it. Generic knowledge is one of the competencies required (Allen, 1989: 52). Clearly, one needs to encounter sufficient examples of a genre in order to recognize shared features as being characteristic of it. It is our presupposed view that Kenyan newsreaders also have sufficient encounter with the mainstream dailies like the Daily Nation and The Standard and hence recognize shared features characteristic of them. This could be why Fowler suggests that ‘readers learn genre gradually, usually through unconscious familiarization (Fowler, 1989: 215). Familiarity within a genre enables readers to generate feasible predictions about events in a narrative. Drawing on their knowledge of other texts within the same genre helps readers to sort salient from non-salient narrative information in an individual text.

The concept of genre offers the possibility of recognizing similarities even in the midst of great diversity (Shepherd and Watters 1998: 97). The traditional contrastive rhetoric research is often restricted to the textual level of analysis. Now that ours is, a comparative study makes this view admissible. Christine Gledhill also argues that different genres ‘produce different positioning of the subject---- (Gledhill, 1985: 64). Sonia Livingstone adds that: ‘if different genres result in different modes of texts-reader interaction, these later may result in different types of involvement---critical or accepting, resisting or validating, casual or concentrated, apathetic or motivated’ (Livingstone, 1994:253). The identification of a text as part of a genre (such as a news report within a newspaper) enables potential readers to decide whether it is likely to appeal to them.
Based on Gledhill and Livingstone’s argument, this study examined the textual features of *Daily Nation* and *The Standard* newspapers. This analysis contributed towards answering the questions on how writers in different newspaper cultures positioned themselves in relation to violence that they wrote about. It also answered the question on how they manipulated the topic and addressed their readers by the use of various linguistic strategies and devices.

### 2.4 Studies on text linguistics

Text linguistics is the study of linguistic devices of cohesion, coherence and discourse structures within text (Enkvist, 1974, 1984). It is also concerned with the process involved in the production and interpretation of texts. Several text linguistic studies have contrasted various coherence and discourse patterns in different languages (e.g. Clyne, 1997; Connor and Kaplan 1987; Eggington, 1987; Hinds, 1983, 1987, 1990). Hinds’ work is perhaps the most influential in this area. He has shown that writers in different languages use certain textual structures to achieve coherence. He has described how Japanese, Chinese, Thai, and Korean writers prefer to use a Quasi-inductive style rather than an explicit inductive or deductive style.

Hinds’ argument for quasi-inductive style is related to his (1987) assertion that Japanese is a reader-responsible as opposed to English, which is a writer-responsible language. Hinds claims that readers in Japanese, Chinese, Thai, and Korean languages are expected to think for themselves, to consider the observations made, and draw their own conclusions. In English however, it is usually the writer’s responsibility to convince readers by explicitly presenting the idea in a way that they will be able to follow. The
major focus of Hinds study is on textual or structural regularities in relation to different dailies. The present study borrows from Hinds' contrastive procedures between Japanese and English languages. However, the present study will compare and contrast two newspapers from different cultural practices of the same language: English. Hinds' claim that English is a writer-responsible language behooves the current study to focus on the linguistic features in relation to the two different dailies as news writers covered PEV.

Further, a great deal of research on media language has been made. Many different aspects have been studied. Many researchers have investigated newspaper language from a general stylistic point of view, among others Crystal and Davy (1969: 173-192), who compared two newspaper articles, one from The Times and the other from the Daily Express, and O'Donnell and Todd (1980: 85-100), who compared a few prominent linguistic features in the Guardian and the Daily Mirror. Carter (1988: 8-16) made a detailed stylistic analysis of a front-page article in the Daily Mail to show its shortcomings as to objectivity.

Others concentrated on a specific linguistic feature. Ryden (1975: 14-39), Bell (1988: 326-344) and Jucker (1992: 207-250), for example, looked at noun-name appositional phrases, and Axelsson (1998) studied the use of contractions. Newspaper language is also used in comparative studies such as Biesenbach-Lucas (1987: 13-21) and Kikai et al (1987: 266-277) who compared the use of relative pronouns in American newspapers with other written and spoken genres, and Jacobson (1989; 145-154) who compared the use of these pronouns in three different American newspapers. Ljung compared the use of
modals (1996: 159-179) and sentence complexity (1997:75-83) in British and American newspapers.

In our present study, the focus of attention is the print media’s use of language to cover PEV. The Daily Nation and The Standard are hereby compared. The present work is a corpus-based synchronic linguistic variation study. The approach is mainly descriptive and quantitative as far as the frequencies of sets of linguistic features are compared across newspapers. However, in most cases, the results obtained are accompanied by qualitative interpretations.

2.5 Studies adopting the rhetoric approach

Rhetoric is the art of persuasive discourse (Beard, 2000: 35). Rhetoric entails how well one presents ideas in continuous language and how well one communicates thoughts and impressions effectively to the reader. The aim of rhetoric is to understand the process underlying argument and persuasion (Crystal, 1997: 324). The Greek philosopher Aristotle was one of the first people to define rhetoric. He established three key types of persuasion:

(a) Ethos – a form of persuasion, which is dependent upon the individual character of the writer as it is this that determines the viewpoint and tone chosen for the discourse.
(b) Pathos – a form of persuasion, which works on the emotions of the audience, directly appealing for their sensitivities.
(c) Logos – a form of persuasion that is based on reasoned argument; the structure is important since it will help convince the audience of the logic of what is being said or written.
(Thorne, 1997:75).
Accordingly, these three types of persuasion are reflected in reportage news and hence their importance in this study. Nyongesa (2005) in his study of the ‘Kenyan newspaper discourse’ concedes that rhetoric is the strategic use of language and structures to persuade a reader. According to Hutchinson and Waters (1987:11), rhetorical analysis focuses on sentence grammar. However, in recent past, the focus has shifted to the suprasegmental aspects of all the language such as identifying the organizational patterns in a text, specifying the linguistic means by which these patterns are signaled and also judgment on clarity and precision of exposition (Swales:1985, 1990; Dudley-Evans:1994). These three aspects of language determine the semantic structure of a given sentence, which in turn determines the grammatical choices that the writer should make to effectively communicate.

According to Maki (1993), rhetoric refers to the persuasive tone of a written text. He stresses that in academic writing, there is need for writers to convince the reader on the plausibility of the arguments they are presenting. Maroko (1999) contends that the ways in which writers can address this is through the written persuasive constructions. Maroko (1999) further notes that rhetorical considerations often do determine the semantic structure of a given sentence. Moreover, this semantic structure will in turn, determine the grammatical choices that the writer must make (for instance, the choice of tenses). Edmondson (1984) too agrees that a persuasive text makes use of the following ten figures: order, emphasis, reception, amplification, hyptotyposis (vivid description), metaphor, examples, humor, argument from authority and reticence.
Allusion to persuasion in writing in this study is anchored on the notion that newspapers exhibit linguistic features that are persuasive in nature endearing readers to embrace news items. The news items will in turn, influence the readers’ worldview and ultimately their responses and/or actions. Hence, this study is done on the premise that a text needs to be persuasive for it to be credible and acceptable to the reader as Maki (1993), Meyer (1992), McCloskey (1990), and Edmondson (1984) argue.

Within linguistics, rhetoric can be seen as a part of the pragmatically grounded text characterized by the changing text internal features of an intuitively suitable argumentation or stylistic structure. Pragmatics is the study of the ability of language users to pair sentences with the contexts in which they would be appropriate (Van Dijk, 1976:29; Lyons, 1977a: 574; Austin, 1962 and Searle, 1969). Here, Pragmatics being the study of language in use forms the basis upon which reportage news is assessed in the context of PEV in Kenya. This is because words have meanings that go above and beyond the scope of linguistic research. This study observes that the meanings of words a speaker/writer intends in an utterance/text be pragmatically enriched by relevance-driven inferential mechanisms, which take what is linguistically encoded as a guide in inferring speaker/writer’s meaning.

2.6 The nature of news
According to Brooks, S. et al. (2002: 2-6), the criteria that professional reporters and editors use to decide what news is, can be summarized in three words: relevance, usefulness and interest. The criteria applies generally, but each journalist and each news
organization uses them in a specific context that gives them particular meaning. The audience supplies that context. The story’s interest to the audience comes from its relevance and its usefulness. In this section, let us look more deeply at newsworthiness, the criteria journalists use to decide which stories are worth telling.

Relevance, usefulness and interest are broad guidelines for judging the news value of any event like PEV; issues like the disputed Presidential elections; or personalities like the Presidential contenders in an election. Within those broad standards, journalists look for more specific elements in each potential story. The most important of these elements are:

(a) **Impact.** This is another way of measuring relevance and usefulness. How many people are affected by an event like PEV or an idea? How seriously does it affect them?

(b) **Conflict.** This is a recurring theme in all storytelling, whether the stories told are journalism, literature or drama. Struggles between people, among nations or with natural forces make fascinating reading. Conflict is such a basic element of life that journalists must resist the temptation to overdramatize or oversimplify, PEV notwithstanding.

(c) **Novelty.** This is another element common to journalism and other kinds of stories. People or events may be interesting and therefore newsworthy just because they are unusual or bizarre. PEV is a case at hand. It was unusual for its impact and magnitude at the national and international levels.

(d) **Prominence.** Names make news. The bigger the name, the bigger the news. Ordinary people have always been intrigued by the doings of the rich and famous. In the PEV case, the two main presidential contenders were key in making news.
(e) **Proximity.** Generally, people are more interested in and concerned about what happens close to or at home. A good example is PEV in our country. The listening to or readership of news will mostly be pegged on its relationship to the people's immediate community.

(f) **Timeliness.** News is supposed to be new. If news is to be relevant and useful, it must be timely. As for news beats, timely reporting gives people a chance to participate in public affairs rather than being mere spectators.

The above elements helped to determine the newsworthiness of the news for the present study. Notice that this list of elements in a news story suggests two important things about them. First, not all news is serious, life-and-death stuff. Brooks et al. (2002) further observes that the conversation that holds a culture together includes talk of crime, politics and world affairs, of course. Second, news is more than collections of facts. Telling the news usually means telling stories. The narrative, the humanity, the drama of storytelling is the art of journalism. To gather and tell news stories so that facts can be understood, journalists often use the techniques of storytellers, such as novelists and screenwriters. In essence, our present study delved into how news writers employed narration to write news about the PEV event (see sub-section 4.4.1).
2.7 Theoretical framework

This study adopts an eclectic theoretical approach in which four theories, namely: The genre theory, systemic functional grammar model, appraisal theory and Biber’s (1988) model are used. In analyzing and describing the concerns of the present study, the genre theory played a key role with the rest serving a complementary role.

2.7.1 The genre theory

Genre theory derives from the formalist, structuralism work of Vladimir Propp (1968) on the morphology of Russian folktales. The Russian and Prague School of functional text analysis for writing further developed it. Some works such as Hassan (1978); Bakhtin (1980); Martin (1985) and Ventola (1994) borrow from this theory. This theory states that every genre or discourse type has its own discourse structure and content that defines it. The theory aims at revealing templates or scripts in the organizational discourse.

We should be quick to note that the limitations of genre taxonomies have been alluded to. However, this is not to suggest that genre taxonomies are worthless. Mass media genres do not correspond to established literary genres (Feuer, 1992:140). Traditional rhetoric distinguishes between four kinds of discourse: exposition, argument, description and narration (Brooks and Warren, 1972:44). Further, the genres that appear in the classical literature or rhetoric are narrative, descriptive, procedural and persuasive discourse. Each of these discourse types or genres has a slightly different discourse structure. But for the procedural discourse, the other discourse genres are reflected in news reporting and therefore given focus in the present study. However, it may be misleading to treat them as
genres partly because texts may involve any combination of these forms. It is important to underscore the existence of various hybrid forms. Even within genres acknowledged as factual (such as news reports and documentaries) ‘stories’ are told – the purpose of factual genres in the mass media include entertaining as well as informing.

According to Bhatia (2002), the genre theory looks at genres in various ways. First, genres are reflections of disciplinary cultures and, in that sense, those of the realities of the world of discourse, in general. Secondly, genres focus on conventionalized communicative events embedded within disciplinary or professional practices. He too asserts that all disciplinary or professional genres have integrity of their own, which is often identified with reference to textual and discursive (text-internal) factors, or contextual and disciplinary (text-external) factors. However, it is not always fixed or static but often contested, depending upon the rhetorical context it tends to respond to.

Genres are also viewed as recognizable communicative events, characterized by a set of communicative purpose(s) identified and mutually understood by members of the professional or academic community in which they regularly occur (Swales, 1990; 2004). Bhatia (2002) clarifies that the expert members of the discourse community often exploit the natural propensity for innovation and change to create new forms in order to respond to new rhetorical contexts or to convey ‘private intentions’ within the socially recognized communicative purposes. It should therefore be noted that members of the disciplinary and professional communities are often in a position to exploit such conventions to express ‘private intentions’ within the structures of socially acceptable communicative
norms. They are considered as having a much greater knowledge and understanding of
generic practices than those who are apprentices, new members, or outsiders.

Accordingly, Maroko (2010) notes that one aspect of the genre theory is its emphasis on
conventions as a basis for generic description. This is consistent with Swales (1990) and
Bhatia (2002) who assert that genres can be determined by the use of language in
conventionalized communicative settings to express a set of specific communicative
goals of specialized disciplinary and social groups. In this way, structural forms are
established which are constructed using lexico-grammatical features constrained by a
specific discipline or profession.

Another important aspect of genre theory is the dynamism in genre construction.
Berkenkotter and Huckin (1995) illuminate this view pointing out that genres are
inherently dynamic rhetorical structures that can be manipulated according to conditions
of use.

The last aspect of genre theory is its versatility at various levels, that is, a genre-based
linguistic description, the concept communicative purpose and variations between genres
and disciplines level. Understandably, genres cut across disciplinal boundaries, in the
sense that one can notice a significant overlap in the case of genres such as research
article introductions (Swales, 1990), abstracts (Bhatia, 1993), and textbooks (Myers,
1992b). However, the same genres display subtle variations across a range of disciplines
(Samraj, 2002; Holmes, 1997; Bhatia, 1999a; Hewings and Nickerson, 1999).
The genre theory was handy in data analysis by determining whether the two Kenyan dailies have established conventions and communicative purposes that guide their writing. Again, the theory helped in identifying any instances of innovation and change in the newspapers over and above the existing conventions. Lastly, while the two dailies represent different cultural practices of the same genre, their differences and similarities were captured by the genre theory.

2.7.2 The systemic functional grammar model

Systemic functional grammar is associated with Michael Halliday (1981) who was influenced by the Prague School of functionalism. The Hallidayan model of discourse analysis is geared towards the study of language as communication, seeing meaning in the writer’s linguistic choices and systematically relating those choices to a wider sociocultural framework. In this model, there is a strong interrelationship between the surface-level realizations of the linguistic functions and the sociocultural frameworks. This is clearly shown in the figure below. The arrows in the figure indicate the direction of influence.
Thus, the sociocultural environment conditions the genre (the conventional text type that is associated with a specific communicative function, for example news items in a newspaper genre) and itself determines other elements in the systemic framework. The first of these is register, which comprises of three variable elements:

1. Field: what is being written about, e.g. a PEV event.
2. Tenor: who is communicating and to whom, e.g. a news writer to a newsreader.
3. Mode: the form of communication, e.g. written.

Each of the variables of register is associated with a strand of meaning. These strands, which together form the discourse semantics of a text, are the three metafunctions: ideational, interpersonal and textual. The metafunctions are constructed or realized by the lexicogrammar, that is, the choices of wording and syntactic structure.
Broadly, the links are as follows:

1. The field of a text is associated with ideational meaning, which is realized through transitivity patterns (verb types, active/passive structures, participants in the process)

2. The tenor of a text is associated with interpersonal meaning, which is realized through the patterns of modality (modal verbs and adverbs such as should, hopefully, possibly, and any evaluative lexis such as beautiful, dreadful).

3. The mode of a text is associated with textual meaning, which is realized through the thematic and informational structures (mainly the order and structuring of elements of a clause) and cohesion (the way the text hangs together lexically, including the use of pronouns, ellipsis, collocation, repetition, etc)

The analysis of the metafunctions has a prime place in this model. The close links between the lexicogrammatical patterns and the metafunctions mean that the analysis of patterns of transitivity, modality, thematic structure and cohesion in a text reveals how the metafunctions are working and how the text ‘means’ (Eggins, 1994:84).

The theory is appropriate to the present study in that the news reports were subjected to the modality, thematic, information structures, and cohesion analyses. Information structure is a means of creating frameworks and is an example of audience orientation. Certain information patterns of theme and rheme are linked to particular registers. For example, many news reports will omit information about agents of power and this can occur at the sentence level and is most often achieved by nominalization (converting a verb into a noun) and the use of passive verbs. A headline like ‘Massacre of 25 people in a church’ does not say who did the killing, thanks to the nominalization of massacre. A headline like ‘25 people massacred in a church’ is an example of a passive verb conveying agentlessness. Both headlines are about the victims and not about who did the killing - a major omission of fact, done on purpose.
The theoretical insights the theory espouses provide a basis for demonstrating how the linguistic features emerging in the *Daily Nation* and *The Standard* dailies are used to achieve communicative purposes. Here, the language of reporting PEV was used to establish the intentions and relationship between the news writers and their readers.

2.7.3 Appraisal theory

Appraisal theory, which was put forward by Professor James Martin at the beginning of 1990s, is an extension of M.A.K Halliday’s systemic functional linguistics. It explores, describes, and explains the way language is used to evaluate, to adopt stances, to construct textual personas and to manage interpersonal positioning and relationships.

Appraisal Framework thus explores how writers and speakers evaluate/ pass judgments on people generally, other writers/ speakers and their utterances, material objects, happenings like Post 2007- Election Violence in Kenya and states of affairs and thereby forms alliances with those who share these views and distance themselves from those who do not. It explores how attitudes, judgments and emotive responses are explicitly presented in texts and how they may be more indirectly implied, presupposed or assumed. It thus opens a new area of interpersonal meaning. In the theory, Martin examines evaluative lexis expressing the writer or speaker’s opinion on, very broadly, the good/ bad parameter. The overall system of choices used to describe this area of meaning potential is called appraisal. The appraisal includes three categories: attitude, engagement and graduation.
The main category, attitude has a sub-system affect, which according to Martin, deals with the expression of emotion. This was key in our study in encompassing all evaluative uses of language, including those by which writers/speakers adopt particular value positions or stances and by which they negotiate these stances with either actual or potential respondents (in our case – daily readers). Related to this are two more sub-systems that are specialized: judgment, dealing with moral assessments of behaviour, and appreciation, dealing with aesthetic assessments.

The second one is engagement. Engagement is concerned with the ways in which resources such as projection, modality, polarity, concession, and various comment adverbials position the speaker/writer with respect to the value position being advanced and with respect to potential responses to that value position - by quoting or reporting, acknowledging a possibility, denial, countering, affirming and so on (Martin & White, 2005: 36).

The last one is graduation. Graduation is concerned with gradability. For attitude, since the resources are inherently gradable, graduation relates to adjusting the degree of an evaluation – how strong or how weak the feeling is, that is, Force; in the context of non-gradable resources, graduation has the effect of adjusting the strength of boundaries between categories, constructing core and peripheral types of things, called Focus. This is clearly shown in the figure below. The arrows in the figure indicate the sub-systems within the main category.
Essentially, our appraisal of a situation (like Post 2007 – Election Violence) causes an emotional, or affective, response that is going to be based on that appraisal (Scherer et al., 2001). Therefore, this theory aids in the idea that emotions, which are extracted from our evaluations (appraisals) of events such as, witnessed during PEV period and as reported in the two Kenyan mainstream dailies causes specific reactions in different readers.

Further, the selection of ideational meanings is enough to invoke evaluation, even in the absence of attitudinal lexis that tells us directly how to feel (Martin and White 2005:62).

Again, our study employs the second category of appraisal, engagement, to analyze/assess various comment adverbials as well as modality as used in the two dailies.
2.7.4 Biber’s (1988) model

In his study, Biber (1988: 61-97) is able to show that different genres, among others editorials, vary over different dimensions of linguistic variation, such as narrative/ non-narrative, involved/ informational, explicit/ situation dependent reference (overt expressions of persuasion), abstract/ non- abstract information and on-line informational elaboration. In this study, some linguistic features of newspapers reporting are presented, analyzed and described following Biber’s (1988) model. This is because the selected features had proved to be markers of communicative functions the study was interested in. The idea for the treatment of data is taken from the multi-feature/ multi-dimensional approach used by Biber in his 1988 study.

The Multi-Dimensional (MD) approach gathers a set of text samples to cover a wide range of language variation. The text samples are then entered into the computer. A set of linguistic features, which are likely to serve as discriminators for different varieties are identified. The number of occurrences of each linguistic feature in each text sample is then counted. A factor analysis (a statistical procedure) to identify which linguistic features tend to co-occur in texts is performed. The output is a set of ‘dimensions’, each of which carries a weighting for each of the linguistic features. To identify what linguistic features and what corresponding communicative functions they associate with, high-positive and high-negative values on each dimension is interpreted.

Any text can be given a score for any dimension, by counting the numbers of occurrences of the linguistic features in the text, weighting, and summing. Biber reviews this literature, and identifies desiderata for an objective study of language variation. It should:
(a) Be corpus-based (for familiar reasons of objectivity and the possibility of analyzing large corpora economically and consistently).

(b) Consider the full range of registers for the language.

(c) Look at a wide range of linguistic features.

(d) Address interactions between linguistic features, and between linguistic features and communicative functions, without assuming that the relationships are all-or-nothing; and that there is just one dimension of variation underpinning an observed pattern.

(e) Bring together quantitative methods (for identifying patterns of variation) and qualitative ones (for interpreting them).

Since Biber's model reflects many aspects of language variation that seems useful also for the present study, aspects of his model are applied in the analysis of the current material. The linguistic features of Biber's model relevant in this study include past tense verbs, perfect aspect verbs, public verbs, private verbs, present tense verbs, adverbial amplifiers, disjuncts, active voice, passive voice, conjuncts, relative clauses, and nominals. What will distinguish this study from Biber's (1988) is that this study is not based on factor analysis but on frequency counts only. Besides, this study also does not look at editorials but on news report texts. Both the editorials and the news reports being sub genres within the newspaper genre justify the adoption of Biber's (1988) model. Additionally, both sub genres share in employing linguistic features similar to those already selected as relevant to this study.
2.7.5 Summary

This study describes how discoursal characteristics in the Kenyan media discourse community manifested in the *Daily Nation* and *The Standard* news texts. Hence, this chapter has considered the present study against available related literature. The two parts of this chapter, that is, the literature review and the theoretical framework have provided the grounding for the analysis, presentation and discussion of data in chapter four. The next chapter describes the methods that were adopted in the collection, analysis, presentation and discussion of data.
CHAPTER THREE

METHODODOLOGY

3.1 Introduction

The previous chapter explored the available related literature and the theoretical framework for the present study. In this chapter, the methods that were adopted in the collection, analysis, presentation and discussion of data are described.

3.2 Research design

A research design constitutes the blueprint for collection, measurement and analysis of data. This study employed a descriptive design, which is an investigation that utilizes already existing data. It is used to establish the existence of phenomena by explicitly describing them (Seliger and Shohamy 1989). A selected sample of news reports drawn from two major Kenyan English language dailies were analyzed. Seliger and Shohamy (1989) further observe that descriptive research is concerned with providing descriptions of phenomena that occur naturally without experimental manipulation or an artificially contrived treatment. Our study, in which words and propositions were elicited as data, provided a good instance.

The descriptive design is determined by the nature of research questions formulated to be answered. Because the questions are decided in advance, the research only focuses on certain aspects of the possible data available in the language described. A descriptive design attempts to present data from the perspective of research subjects so that the intellectual biases of the researcher do not distort the collection, interpretation and
presentation of data (Seliger and Shohamy, 1989:124). The approach is mainly
descriptive and/or quantitative as far as the frequencies of sets of linguistic features were
compared across newspapers. However, in most cases, the results obtained were
accompanied by qualitative interpretations.

This design is deemed suitable in this research because it allows a researcher to describe
language usage in text and other language phenomena such as the linguistic features used
in the two dailies.

3.3 Study population, sample and sampling procedures

Following Nyongesa (2005), there are four daily newspapers in Kenya: The Daily Nation
- established in 1960 and published by the Nation Media Group (NMG). The NMG also
owns Nation Television (NTV) and The East African - a regional weekly paper with its
core market in Kenya, Uganda and Tanzania. NMG is the largest media house in Eastern
and Central Africa - posting a market share of about 75% and a newspaper daily
circulation of above 200,000 copies. The biggest competitor of Daily Nation is The
Standard (formerly The East African Standard) - established in 1902. It is the oldest and
the second most widely read of the Kenya newspapers. The Standard Group, which also
owns KTN (Kenya Television Network), owns The Standard daily; another one is the
People Daily - established in 1992 by a veteran politician. Lastly, the former ruling party
KANU established Kenya Times in 1983. Other dailies worth mentioning but with a
narrower readership include The Star and Citizen.

Based on the largest and second largest audience size, news report items drawn from the
Daily Nation and The Standard respectively were analyzed. For purposes of text analysis,
Lovejoy (1991) and Bazerman (1981) state that three academic articles are enough for analysis. This is because text analysis calls for finer details of every linguistic aspect showing how each contributes towards the whole text. However, the present research analyzed linguistic features from six news articles, three from each of the two major publishers, that is, from 'The Nation Media Group' and 'The Standard Group'. This is because the linguistic data expected from the selected articles was not only available but also sufficient for generalization.

To make comparison possible, purposive sampling procedure was adopted whereby only articles of more than 350 words (sufficient to elicit the required features), addressing the same topical issue (PEV) and team authored by the respective dailies (in order to characterize a media house) were selected. Our cases or news items are hand picked because they are informative and hence process the required characteristics (Mugenda and Mugenda 2003). This enabled the researcher to make reliable generalizations about the Kenyan newspaper discourse especially how the two dailies manifest linguistic features that handle the same topical issue: PEV. Such a sample of news items is taken to be a fair representation of the major print media that is broadly the object of our study.

3.4 Data presentation, analysis and discussion

Mugenda and Mugenda (2003) note that the mass of raw data collected must be systematically organized in a manner that facilitates analysis. It is the results of such analysis that a researcher is able to make sense of the data. Therefore, data for the present study was analyzed first, by rewriting the individual paragraphs (herein referred to as units) in a scrapbook and inserted numbers, such as 1, 2, 3 against each for ease of
reference (see appendix 3-8, page 90-104). Then, the researcher went ahead, guided by a feature checklist (see appendix 1, page 88) entailing lexical, rhetorical, and syntactic items to identify the linguistic features from each of the dailies.

The study draws from six front-page headline news reports of PEV in the *Daily Nation* (DN) and *The Standard* (STD) newspapers. The *Daily Nation* (DN) texts are coded DN 1, 2 & 3; *The Standard* (STD) texts are coded STD 1, 2 & 3 in the analysis. The numerical labeling of 1, 2 & 3 are news items on PEV by the ‘*Daily Nation* of January 1, 17 & 28, 2008 and *The Standard* of January 1, 17 & 28, 2008 respectively. For example, an analysis of The *Daily Nation* headline title of January 1, 2008 is coded thus;

100 *Killed in Poll Chaos* (DN 1: title)

An analysis of *The Standard* news text of January 28, 2008 is coded thus;

Meanwhile, the Kofi Annan-led team intensified efforts to *find a solution to the crisis that is dangerously pushing...towards civil war.* (STD 3:3)

It should be noted that (STD 3:3) means a text drawn from *The Standard* of January 28, 2008 paragraph 3 (see appendix 8 page 101 item 3). Apart from the italicization of the dailies themselves, the other italicized items in the title and the news text are the linguistic features presented, analyzed and discussed.

In this study, the linguistic features of headline were adopted from Van Dijk (1986:156) (see section 4.3). Additionally, the linguistic feature similarities and differences of newspapers reporting were described following Biber’s (1988) categories (see section 4.4). This is because the selected features had proved to be markers of communicative
functions the research was interested in. Thus, the explanation of the discourse function(s) is subsumed under the discussion of the linguistic features of the sampled data.

It is worth noting that data obtained from descriptive research are generally analyzed with the aid of descriptive statistics like frequencies. This provides information such as how often certain language phenomena occur and the typical use of language elements (Seliger and Shohamy, 1989). In the present study, frequencies were reported through frequency tables and category lists. This helped the researcher to obtain insights into an understanding of the data and the results.

A discussion of the identified linguistic features used by the two dailies to cover PEV and their discourse function were analyzed based on the Hallidayan systemic functional grammar. Generalizations, conclusions, implications and recommendations were made based on the findings of the study.

3.5 Summary

A descriptive design was used to establish the existence of phenomena by explicitly describing them (Seliger and Shohamy 1989). To make comparison possible, purposive sampling procedure was adopted in this study. In essence, the present chapter describes the methods that were adopted in the collection, analysis and presentation of data drawn from the *Daily Nation* and *The Standard* dailies. The next chapter analyzes, presents and discusses the data of the present study.
4.1 Introduction

The previous chapter explored the methods adopted in the collection, presentation, analysis and discussion of data. In this chapter, data is analyzed, presented and discussed by describing, comparing and contrasting lexical, rhetorical and syntactic features between the *Daily Nation* and *The Standard*. Their discourse function in the PEV news reports is also shown.

The chapter describes those linguistic features, which are of particular relevance to this study under two major sections: linguistic features of headlines and linguistic feature similarities and differences between the *Daily Nation* and *The Standard*. Here, we provide an account of certain recurring linguistic features of news reports in our corpus, which characterizes news reports as a genre in the context of PEV in Kenya.

4.2 Treatment of data

Informing the analysis includes the genre theory by Vladimir Propp (1968), which helps to determine whether the two Kenyan dailies have established conventions and communicative purposes that guide their writing. The theory is also handy in identifying any instances of innovation and change in the newspapers over and above the existing conventions. The systemic functional grammar model by Michael Halliday (1981) guides the study by subjecting news reports to modality, thematic and information structure.
analyses. Appraisal theory by James Martin (2005) aids in the idea that emotions, which are extracted from our evaluations (appraisals) of events such as witnessed during PEV period and as reported in the two Kenyan mainstream dailies cause specific reactions in different readers. Hence, Martin examines evaluative lexis expressing the writer or speaker’s opinion on, very broadly, the good/ bad parameter. Finally, Biber’s (1988) model helps to discuss linguistic feature similarities and differences in the news text between the two dailies by identifying the linguistic features and what corresponding communicative functions they associate with.

The study draws from six front-page headline news reports on PEV in the two Kenyan English mainstream newspapers, that is, the *Daily Nation* (DN) and *The Standard* (STD). The *Daily Nation* (DN) texts are coded DN 1, 2 & 3; *The Standard* (STD) texts are coded STD 1, 2 & 3 in the analysis. The news items are provided in appendix 3-8 (see page 90-104).

Section 4.3 of this chapter discusses linguistic features of headlines. Section 4.4 then discusses linguistic feature similarities and differences between the two dailies following Biber’s (1988) model. This is because the selected features had proved to be markers of communicative functions the study was interested in. Thus, the explanation of the discourse function(s) is subsumed under the discussion of the linguistic features in the sampled data.
The linguistic features of Biber's model relevant in this study include past tense verbs, perfect aspect verbs and public verbs used to depict narrative discourse in news reporting as discussed in sub-section 4.4.1. Private verbs, present tense verbs, adverbial amplifiers and disjuncts to show personal involvement in news reporting are discussed in sub-section 4.4.2. Equally, the active voice, the passive voice and conjuncts used to manifest abstract discourse are discussed in sub-section 4.4.3. Finally, the use of relative clauses and nominals to show explicit reference are discussed in sub-section 4.4.4. These linguistic features are discussed after referring to the existing literature.

What distinguishes this study from Biber's (1988) is that this study is not based on factor analysis but on frequency counts only. Besides, this study also does not look at editorials but on news report texts. Both the editorials and the news reports being sub genres within the newspaper genre justify the adoption of Biber's model. Additionally, both sub genres share in employing linguistic features similar to those already selected as relevant to this study.

A discussion from the written data, quotations, actual examples and tables displaying the frequencies are provided to give supporting evidence for the patterns and categories obtained from the two English mainstream newspapers in Kenya. Tables of linguistic features provide insights into the data. Given both in raw numbers and in percentages, the tables precede the description of the frequencies obtained for each of the sub categories. The analyses are then followed by a summary, which synthesizes the major ideas and findings of the research.
4.3 Linguistic features of headlines

Genre analysts distinguish various genres by spelling out their compositional characteristics. In line with this observation, the present study analyzes specific discoursal features that apply in newspaper texts. Whitaker et. al. (2000) observes that newspapers are divided into three sections - facts sections, opinion sections and persuasive section. The facts sections of a newspaper include headlines, news stories and sports. **Headlines**- the line of words printed in large type at the top of a newspaper- tend to use language that attracts the reader's attention. Newspapers normally write hard news stories, such as those pertaining to PEV, murders, fires and wars in “inverted pyramid” model. This means that the most essential information is to be found in the headline and the first paragraph of a news story, that is, the “who, what, when, where”. The remainder of the information, which comprises the “why, how”, is found in the body of the news story (Whitaker et. al, 2000).

As Van Dijk (1986:156) points out, “It is the headlines that have the highest readership in the newspaper. It summarizes the content of a story and entices an audience into reading the article”. Reah (1998) also points out that the language of headlines is special and has its own characteristics on the lexical, syntactic, and rhetorical levels for its brevity, attractiveness and clarity. As Waterhouse (cited in Sanderson 1999:29) notes, “This genre of language is not one that people actually use in normal, everyday speech.”

Following Van Dijk (1986), our research addresses the linguistic features of newspaper front-page headline news using examples from our corpus. Herein considered for
discussion are linguistic features such as headline choices, shorthand in headlines, repetitions, the omission of articles, main verbs and auxiliaries, the use of short words, the inclusion of an action and an agent, the suppression of spatial and temporal markers as well as the mixing of numerals with words respectively. Consequently, this leads to a conclusion as to whether or not the generalized linguistic features identified are characteristic of a newspaper genre in the context of PEV in Kenya.

4.3.1 Headline choices

In covering PEV, headlines choices, which refer to the range or variety of words printed in large type at the top of a newspaper, were used by the *Daily Nation* and *The Standard*. Some of the topics captured in the headline were as exemplified in 1-6 (see appendix 2, page 89 for details on date).

1. 100 *Killed* in Poll *Chaos* (DN 1: title)
2. *Death* in ODM *Protests* (DN 2: title)
3. 10 *burnt alive* as toll rises (DN 3: title)
4. *Death, chaos* as ECK chiefs break ranks over *results* (STD 1: title)
5. *Chaos as protesters* defy police rally ban (STD 2: title)
6. 30 MORE *DEAD* (STD 3: title)

The impact of headlines on the reader is likely to be all the stronger because certain linguistic features of titles make them particularly memorable and effective. Impact is deliberately sought through title choices (Develotte & Rechniewski, 2001). Title choices 1-6 invoke strong feelings of fear, disgust and curiosity about PEV. The choice of lexical items *killed, chaos, death, protests, burnt alive,* and *contested results* attest to these. Following Scherer et al., (2001), our appraisal of a situation like Post 2007-Election Violence causes an emotional, or affective, response that is going to be based on that appraisal.
4.3.2 Shorthand in headlines

Shorthand in headlines, which refer to using special quickly written symbols (Hornby, 1989), abbreviations notwithstanding are a particularly rich source of information about the field of cultural references. This is because titles ‘stand alone’ without explanation or definition; they depend on the readers recognizing instantly the field, allusions, issues, cultural references necessary to identify the content of the articles. Maingueneau (1996) says that they thus rely on a stock of cultural knowledge, representations and models of reality that must be assumed to be widespread in the society if the headlines are to have meaning. In our corpus, shorthand in headline includes references to abbreviations ODM and ECK as in example 7 and 8.

(7) Death in ODM Protests (DN 2: title)
(8) Death, chaos as ECK chiefs break ranks over results (STD 1: title)

Example 7 and 8 depict title choices whose shorthand are not merely conceptual but often imply a particular relation to the reader. Indeed, the titles in example 7 and 8 refer to ‘Local news’. This is because of the reference to a political party ODM (Orange Democratic Movement) and ECK chiefs to suppose not only a certain minimum of political and general knowledge, but also help to situate the readers within a national framework. Thus, we must assume that ECK chiefs referred to here are the Electoral Commission of Kenya commissioners. In both references, a majority of readers in the local Kenyan context readily know the shorthand abbreviated as ODM and ECK chiefs. Example 7’s title gains credence by the fact that its (ODM’s) presidential aspirant, the aggrieved, had rejected the outcome of the contested presidential elections hence the protests across the country by his party supporters.
4.3.3 Repetition

Repetition means to say or write something more than once. This can be done diachronically (repetition over time) ‘training’ the reader to develop certain expectations and interpretations (Mouillaud & Tetu, 1989:120). Thus, anaphoric references related the headlines in our corpus to previous PEV events and situations, creating forms of classification that group under one heading, as in example 9 and 10.

(9) 10 burnt alive as toll rises (DN 3: title)
(10) 30 MORE DEAD (STD 3: title)

In example 9 & 10, ‘as toll rises’ and ‘MORE DEAD’ does not only designate the rising number of deaths during PEV but also links the present titles to more of the previously revealed but seemingly unending deaths. In fact, in example 10, MORE implies in addition to previously stated deaths.

4.3.4 The omission of articles

Headlines according to Mardh (1980) omit articles. In our data, this is exemplified in 11 and 12.

(11) 100 Killed in Poll Chaos (DN 1: title)
(12) Chaos as protesters defy police rally ban (STD 2: title)

According to Adams and Stratton (1985), the omission of articles saves space making key words to express the precise meaning writers wish to convey. In the context of PEV, such omissions provide readers with a grim glimpse of the violent experience thus enticing them to read on to unravel the ghastly details in the body of the story.
4.3.5 The omission of main verbs and of auxiliaries

For Mardh (1980), the essential structure of a headline includes the omission of verbs and of auxiliaries. In our corpus, this is confirmed in example 13 and 14.

(13) Death in ODM Protests (DN 2: title)
(14) 30 MORE DEAD (STD 3: title)

Indeed, main verbs and auxiliaries are out rightly omitted in example 13 & 14 probably because auxiliaries and some main verbs do not give much information of what follows in the body of the story. However, this essential is invalidated since main verbs are used in the headlines of example 15-18.

(15) 100 Killed in Poll Chaos (DN 1: title)
(16) 10 burnt alive as toll rises (DN 3: title)
(17) Death, chaos as ECK chiefs break ranks over results (STD 1: title)
(18) Chaos as protesters defy police rally ban (STD 2: title)

Examples 15-18 engage main verbs Killed, burnt, break and defy probably because the headline, which contains the story’s main idea, expresses a complete thought in a sentence with the subjects hundred, ten, ECK chiefs, protesters respectively.

4.3.6 The use of short words

Headlines according to Mardh (1980) use short words. In our corpus, poll instead of ‘election’ toll instead of ‘number’ defy instead of ‘challenge’ ban instead of ‘prohibition’ are used as exemplified in 19-21.

(19) 100 Killed in Poll Chaos (DN 1: title)
(20) 10 burnt alive as toll rises (DN 3: title)
(21) Chaos as protesters defy police rally ban (STD 2: title)

Headlines use short words probably because a headline is a greatly abbreviated summary. The headline cannot cover the entire story and all its details but it should be fairly
representative. Short words save space making each word to express the precise meaning writers wish to convey (Adams and Stratton, 1985).

4.3.7 The inclusion of an action and an agent

For Bell (1989:89) following Kniffka, the essential structure of a headline includes an action and an agent, as in example 22.

(22) Chaos as protesters defy police rally ban (STD 2: title)

In example 22, the action is defiance and the agent is the protesters. However, the agent may be left unclear as in example 23 and 24.

(23) 100 Killed in Poll Chaos (DN 1: title)
(24) 10 burnt alive as toll rises (DN 3: title)

The Daily Nation seems to favor the exclusion of an agent as attested in example 23 & 24. Huckin (1997) recommends the checking out of what sort of perspective is being presented in a text when an agent is not mentioned. This would be incredibly revealing. Framing the details in a text by leaving out the agent, counting on if it is not mentioned, the average reader will not notice its absence, and thereby not scrutinize it. Here, the omission of agents does not reveal who did the killing or the burning. Both headlines are about the victims and not about the agents - a major omission of fact, done probably in this context to cushion authorities from responsibility.

4.3.8 The suppression of spatial and temporal markers

Headlines according to Mardh (1980) and Bell (1989) suppress spatial and particularly temporal markers by use of the present tense of verbs for present and past events as opposed to – or in place of – any other tenses as exemplified in 25 and 26.
(25) Death, chaos as ECK chiefs break ranks over results (STD 1: title)
(26) Chaos as protesters defy police rally ban (STD 2: title)

The use of the present tense and the omission of spatial and temporal markers in headlines as in example 25 & 26 tend to place the event in a dehistoricised, static present. It is thus possible to read these headlines both as a comment on a current situation and as a description of perennial attitudes. This renders immediacy to the event thus sensationalizing it. Comments about the behaviour or attitudes at a particular time are thus transformed into statements about unchanging characteristics – in this case, about a trend of betrayal among commissioners and defiance to the police by protesters during PEV. However, when auxiliary verbs are omitted, it may first appear that you are using the past tense as exemplified in 27 and 28.

(27) 100 Killed in Poll Chaos (DN 1: title)
(28) 10 burnt alive as toll rises (DN 3: title)

The verbs Killed and burnt look like past tense verbs. Actually, however, the headlines in which they are used imply the verb ‘are and the present tense’. What they are really saying is ‘100 people are killed in Poll Chaos’ and ’10 people are burnt alive as toll rises’ respectively.

4.3.9 The mixing of numerals with words
Appraisal theory, which includes affect, deals with expression of emotion. It advances an examination of all evaluative uses of language (Martin & White, 2005:36), numerals notwithstanding. Placing numerals in thematic position draws attention to the headline and gives it added emphasis. Here, Halliday’s (1981) systemic functional grammar model captures the mode of a text, which is associated with textual meaning realized through the
thematic and informational structures (mainly the order and structuring of elements of a clause). In our study, the use of numerals 100, 10 and 30 at the beginning of the titles provide a good example as in 29-31.

(29) 100 Killed in Poll Chaos (DN 1: title)
(30) 10 burnt alive as toll rises (DN 3: title)
(31) 30 MORE DEAD (STD 3: title)

The vastness in the astounding number of deaths in example 29-31 makes the headline sensational, catching our attention first and wanting to make us read on to unravel the magnitude or intensity of poll chaos. Hence, the use of numeral in example 29-31 is more emotive than in example 32 in which a factual statement is reported.

(32) Death, chaos as ECK chiefs break ranks over results (STD 1: title)

4.3.10 A summary on headlines

Headlines provided readers with a grim picture of the PEV experience thus compelling them with a ‘must read’ to unravel the ghastly details in the body of the story. Significant numerals and lexis were emphasized by putting them at the beginning of the headline as subject. Such an arrangement made them not only sensational but also outstanding, straightforward and easy to understand. Expressions that imply and visualize violence thus characterized the writing of headlines.

As noted by Adams & Stratton (1985: 167), sense impressions of something seen, heard, smelt, tested or touched are intended and conveyed in news reporting. In the context of PEV, this was done through violent word pictures like 100 Killed, chaos, Death, protests, 10 burnt alive, defiance and 30 more dead. This enabled the readers to see with their eyes of the mind what writers saw with their physical eyes. The linguistic features in the
headlines are short and specific terms based on sense impressions probably to heighten anxiety, fear, disgust and curiosity as already discussed.

Having looked at the linguistic features of the headlines, our proceeding analysis considers the linguistic feature differences and similarities between the *Daily Nation* and *The Standard* in the body of the story.

**4.4 Linguistic feature similarities and differences between the dailies**

The concept of genre offers the possibility of recognizing similarities even in the midst of great diversity (Shepherd and Watters 1998: 97). By providing both a textual and contextual view of genre across cultures, this study presents a framework for explaining the linguistic feature similarities and differences through a comparative research of the two dailies.

Herein considered for comparison and contrast are linguistic features following Biber (1988) which include past tense verbs, perfect aspect verbs and public verbs to depict narrative discourse in news reporting as discussed in sub-section 4.4.1. The private verbs, present tense verbs, adverbial amplifiers and disjuncts employed to show personal involvement in news reporting is discussed in sub-section 4.4.2. Equally, the active voice, the passive voice and conjuncts used to manifest abstract discourse is discussed in sub-section 4.4.3. Finally, relative clauses and nominals used to show explicit reference is discussed in sub-section 4.4.4.
Maroko (2010) notes that one aspect of the genre theory is its emphasis on conventions as a basis for generic description. This is consistent with Swales (1990) and Bhatia (2002) who assert that genres can be determined by the use of language in conventionalized communicative settings like in news reporting to express a set of specific communicative goals (for example, telling or reporting the PEV event) of specialized disciplinary and social groups. In this way, structural forms are established which are constructed using lexico-grammatical features constrained by a specific discipline or profession.

4.4.1 Narration

As Brooks, S. et al. (2002) observes, news is more than collections of facts. Telling the news usually means telling stories. Narration is the telling of a story. People generally make news stories. The news reports in our study describe real people involved in a real-life conflict: the PEV in Kenya. Linguistic features used on the narrative discourse dimension, those that are usually associated with telling stories, determine how much a text reveals a narrative style. Features that cause a text to be ‘narrative’ include past tense verbs, perfect aspect verb phrases and public verbs (Biber, 1988: 105).

Verb tense and aspect is a basic linguistic feature that depicts the narrative dimension in news reporting. Other positive features are identified because of their ability to create ‘vivid images in depicted discourse’ (Biber, 1988: 105). The past tense verbs (the simple past as well as the past progressive), which are verb forms indicating a state or an action in the past, particularly capture the narrative discourse as exemplified in 33 and 34.

(33) When the shooting began, it was again Kibera—the shattered battle-weary
slum—where the first shots were fired (STD 2:6)

(34) In other developments, a food and fuel shortage started hitting parts of Nairobi and other towns because supplies were not reaching the markets due to the violence. (DN 1:14)

According to Biber, D. (1999), past tense verbs are used for the same purposes as in fiction: to report past events. Many of these are speech act verbs, reporting what somebody said as in examples 35 and 36.

(35) In his New Year message, he said: “I want to remind you that…” (DN 1:11)

(36) The Kenya Elections Domestic Observers Forum (Kedof) said: “In our view…” (STD 1:8)

In addition, newspaper stories also used perfect aspect verb phrases with present tense to express past actions with continuing consequences as in example 37 and 38.

(37) At least 100 people have been killed and… (DN 1:1)

(38) The violence that has claimed at least 160 lives countrywide… (STD 1:1)

Perfect aspect verb forms normally refer to actions in the past. The present perfect indicates that the action has continued up to the present time and may even continue into the future (as already exemplified in 37 & 38), as opposed to the simple past, which usually indicates that the action is finished. The past perfect has the meaning of “past in the past,” and can be regarded as “an anterior version either of the present perfective or of the simple past” (Quirk et al 1985: 190-196). Perfect aspect verbs have been observed often to co-occur with past tense verbs and third person pronouns as markers of ‘narrative and descriptive discourse… (Biber 1986: 384-414). In this context, however, it is primarily as markers of narrative discourse that they are interesting as exemplified in 39 and 40.

(39) They had arrived at city centre in the afternoon… (DN 2:3)

(40) Officials at bus companies Akamba and Easy Coach said they had avoided the Nakuru route… (STD 3:36)
Another linguistic feature that depicts the narrative dimension in news reporting is the use of public verbs. **Public verbs**, a subdivision of factual verbs, also referred to as “reporting verbs” (Alexander 1988:286-288) are speech act verbs normally introducing indirect statements (Quirk et al. 1985: 1180-1182). This makes them a prominent feature not only in narratives (Hue 1984:601) but also in the kind of ‘narrative’ discourse that does not only tell a story but retells something that has actually happened or reports on events. It is in this capacity that they are used in newspapers reports as depicted in example 41 and 42.

(41) The latest killings come as the Kenya Red Cross **warned** that the humanitarian crisis facing the country was running out of control. (DN 3:9)
(42) Yesterday, Raila **said** he was aware of a silent shoot-to-kill order against demonstrators but **vowed** that nothing would stop them from fighting for justice. (STD 2:25)

For the purposes of the present study, we checked the occurrences of the public verbs in our data against those listed by Quirk et al. (1985: 1180-81). They included among others: **report, concede, say, add, warn, vow, predict, repeat** and **admit** - as summarized in table 4.1. Similarly, appraisal framework identifies **reporting, affirming** and **quoting** as ways in which resources such as modality, concession and various comment adverbials position the writer/speaker with respect to potential responses to that value position (Martin & White 2005).

The linguistic stability that marks perfect aspect verbs and public verbs can be explained by the nature of news report texts as a genre. As certain linguistic features carry important basic functions in different genres, it is unlikely that these features changed much between the two dailies or over the PEV period. In newspaper reports, perfect
aspect verbs and public verbs carry such basic functions. As far as perfect aspect verbs are concerned, they are usually employed to describe past tense events “with current relevance” (Quirk et al. 1985: 190). Public verbs are used to report rather than to narrate.

The task of reporting, on the one hand, and of reporting on past events with current relevance on the other, was still the same over PEY period and between the two dailies.

Having counted narrative discourse features in this study, their distribution is summarized in table 4.1.

Table 4.1 Linguistic features that show narrative discourse in news reporting

<table>
<thead>
<tr>
<th>Linguistic features of News report texts</th>
<th>Total linguistic features in the Daily Nation</th>
<th>Total linguistic features in The Standard</th>
<th>Grand total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
</tr>
<tr>
<td>Past tense verbs</td>
<td>143</td>
<td>22.7</td>
<td>359</td>
</tr>
<tr>
<td>Perfect aspect verbs</td>
<td>26</td>
<td>4.1</td>
<td>32</td>
</tr>
<tr>
<td>(i) Present perfective</td>
<td>11</td>
<td>1.7</td>
<td>9</td>
</tr>
<tr>
<td>(ii) Past perfective</td>
<td>15</td>
<td>2.4</td>
<td>23</td>
</tr>
<tr>
<td>Public verbs</td>
<td>18</td>
<td>2.9</td>
<td>53</td>
</tr>
<tr>
<td>Grand total</td>
<td>187</td>
<td>29.6</td>
<td>444</td>
</tr>
</tbody>
</table>

N = 631

Table 4.1 illustrates a major similarity in which the two newspapers at a combined 79.6% show a strong preference for past tense verbs. This is probably because newspapers focus on the narration of past actions and events and in our case: the PEY. Perfect aspect verbs at 9.2% are the least prominent feature employed in both dailies probably describing past tense events “with current relevance”. Public verbs at 11.1% are the second major feature used to report rather than to narrate.
The striking difference between the two dailies is captured in their percentages. Whereas the *Daily Nation* at 29.6% engages the least narrative discourse features, *The Standard* at 70.4% demonstrates the most use of these features. On this dimension, the disparity can then be interpreted to mean that *The Standard* is more narrative than the *Daily Nation* in reporting news.

### 4.4.2 Personal involvement

Texts characterized by personal involvement are “verbal, interactional, affective, fragmented, reduced in form and generalized in content” (Biber 1988:105). Involved discourse usually attempts to describe more relational, more immediate ideas and is most like here-and-now, face-to-face communication. Features that make a text more ‘involved’ are private verbs, present tense verbs, adverbial amplifiers and disjuncts (Biber 1988:105).

**Private verbs**, which are used to express private thoughts, attitudes and emotions, are together with present tense verbs, the most salient feature representing involved discourse Biber (1988: 102). For the purposes of the present study, we checked the occurrences of the private verbs in our data against those listed by Quirk et al (1985: 1181). They included *find, know, fear, indicate, see, mean, determine, imagine, believe, accept, check, conclude, decide, deem, demonstrate, doubt, ensure, estimate, foresee, guess, hope, imply, observe, perceive, realize, reckon, reveal, show, signify* and *think*. In the context of PEV, the use of private verbs show the aim and direction of the English noun phrase in
news reporting. From the frequency count in our study, they *find, know* and only little room is given to *fearing* as in example 43-45.

(43) Meanwhile, the Kofi Annan-led team intensified efforts to *find* a solution to the crisis that is dangerously pushing...towards civil war. (STD 3:3)
(44) ...... they stopped vehicles and demanded to *know* the identity of motorists. (STD 3:41)
(45) Residents, who *feared* to be caught in the slum houses, fled as protesters moved indiscriminately setting houses on fire. (STD 1:23)

Again, news reports usually deal with topics of ‘immediate relevance’, and therefore **present tense forms** (the simple present as well as the present progressive) can be expected to appear with some frequency. Quirk et al. (1985:179-181) makes a distinction between three different meanings of the simple present tense with reference to present time: the state present, the habitual present and the instantaneous present.

The **state present** refers to a single unbroken state of affairs that has existed in the past, exists now and is likely to continue to exist in the future (Greenbaum and Quirk 1993: 48). State present is used with stative verbs such as the primary verbs *be* and *have*, and *believe, think, want, like* and *live* and the verbs of perception and bodily sensation, such as *see, taste, hear* and *hurt* as in example 46 and 47.

(46) Mr. Odinga said...“This government has no credibility. That is why it *has deployed* a big number of armed policemen throughout the country to stop our peaceful rallies,” he said. (DN 2:27)
(47) “We *believe* some measure of progress *is imminent. We* want a lasting solution.” (STD 3:9)

The use of state present in our study is significant for having been employed mostly to directly quote the leaders. This renders immediacy to their concern about the violence in a single unbroken manner. Whereas the frequency count attests to the state present in our
study, habitual and instantaneous present are unavailable. This is probably because neither is habitual verbal actions referred to in news reporting nor are events of little or no duration reported.

Further, when used adverbials help interpret the text to the readers by encouraging a certain attitude which Mann and Thompson (1987) call the writer’s intended effect on the reader. This role is served through the ethos and pathos as types of persuasion in rhetoric (Thorne, 1997). In Linguistics, this role is captured through subjuncts and disjuncts. Subjuncts relate to affective devices according to Martin and White’s (2005: 36) appraisal theory. This is because they express the speaker’s positioning, attitudes and emotions towards the proposition. Adverbial amplifiers, a subset of subjuncts, in addition to marking certainty or conviction, signal a heightened feeling (Biber 1988: 106), and it is this capacity that can be regarded as a feature indicating personal involvement. Quirk et al. (1985: 590-91) divides adverbial amplifiers into two groups, maximizers, “which can denote the upper extreme of the scale,” such as entirely and boosters, which denote a high degree, a high point on the scale,” such as greatly. Amplifiers in this study, which include deeply, urgently, discriminately, illegally, casually, quickly, dangerously, temporarily, accidentally, higher, highest, great, internationally, jealously and firmly give force to the sentence by maximizing and boosting the verb or predicate they modify. This in turn moves the reader emotionally to see or interpret the sentence differently unlike when these amplifiers are not employed. This is as noted in example 48 and 49.

(48) And four Central Kenya MPs accused the Government of failing to deal firmly with those instigating the violence…. (DN 3:12)
(49) Mazrui said Kenya’s reputation internationally has been tarnished and its stability compromised. (STD 3:56)
Another category of adverbials are the *disjuncts*, which are adverbs that show the writer's attitude to or evaluation of what is said in the rest of the sentence. Disjuncts form one of the persuasive devices, which Thorne (1997:75) calls *Ethos*- a form of persuasion, which is dependent upon the individual character of the writer as it is this that determines the viewpoint and tone chosen for the discourse. These devices are meant to trigger the reader into agreeing with and identifying with the writer’s point of view as exemplified in 50 and 51.

(50) *Effectively,* the planned mass action rally scheduled for Uhuru Park, Nairobi, aborted. (STD 2:38)
(51) Policemen watched the unfolding chaos, *helplessly,* as Nairobi was temporarily cutoff from western Kenya. (STD 3:15)

From the examples above, the disjunct *effectively* affirms with certainty the abortion of the planned mass action. Here the writers express the extent to which they believe that what they are saying is certain. Moreover, the selection of ideational meanings is enough to invoke evaluation, even in the absence of attitudinal lexis that tells us directly how to feel (Martin and White 2005:62). On the other hand, the disjunct *helplessly,* expresses what may be considered an apportioning of blame on the police officers. Here, the writers to some extent expose the police officers’ irresponsibility or negligence of duty and thus intend the reader(s) to view it so. Having counted the features that show personal involvement in this study, their distribution is presented in table 4.2.
Table 4.2 Linguistic features that show personal involvement in news reporting

<table>
<thead>
<tr>
<th>Linguistic features of News report texts</th>
<th>Total linguistic features in the Daily Nation</th>
<th>Total linguistic features in The Standard</th>
<th>Grand total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
</tr>
<tr>
<td>Private verbs</td>
<td>-</td>
<td>-</td>
<td>14</td>
</tr>
<tr>
<td>Present tense verbs</td>
<td>6</td>
<td>4.5</td>
<td>85</td>
</tr>
<tr>
<td>Adverbial amplifiers</td>
<td>6</td>
<td>4.5</td>
<td>12</td>
</tr>
<tr>
<td>Disjuncts</td>
<td>1</td>
<td>0.8</td>
<td>8</td>
</tr>
<tr>
<td>Grand total</td>
<td>13</td>
<td>9.8</td>
<td>119</td>
</tr>
</tbody>
</table>

N = 132

Table 4.2 shows that the major difference between the two dailies is that private verbs were never employed by the Daily Nation probably to distance the writers from expressing private thoughts, attitudes and emotions to their audience. Again, the reason could be to indicate a detached discourse; a sure way of granting their audience the freedom to read and independently pass judgment on the contents of the paper by themselves. On the other hand, private verbs at 10.6% were employed by The Standard probably to express private thoughts, attitudes and emotions to their audience. Again, the reason could be to represent an involved discourse in which the writers’ thoughts, attitudes and emotions are tied to or influence those of the audience. No wonder, The Standard at a percentage of 90.2% implies a more involved discourse than that of the Daily Nation at only 9.8%.

The interpretation for the disuse of private verbs and the least use of disjuncts at 0.8% by the Daily Nation depicts a paper that does not trigger the reader into agreeing with and identifying with the writers’ point of view. On the contrary, the use of private verbs at
10.6% and disjuncts at 6.1% by *The Standard* presents a paper that triggers the reader into agreeing with and identifying with the writers’ point of view. Again, a statistically significant difference was noted between the *Daily Nation*, which employed 4.5% of the total amplifiers, and *The Standard*, which employed 9.1%. The decreased use of adverbial amplifiers, in their capacity of marking ‘heightened feeling’ Biber (1988:106), indicates that the language of the *Daily Nation* is stricter and more matter of fact than that of *The Standard*.

However, one significant similarity in both dailies was the use the present tense forms. News reports usually deal with topics of ‘immediate relevance’, and therefore present tense forms (the simple present as well as the present progressive) appeared the most at a combined 68.9% for the dailies.

**4.4.3 Abstract discourse**

Texts characterized by abstract discourse are scored based on how technical, formal and abstract they are. Some positive features include agentless passives, by-passives, and conjunctions Biber (1988). Verbs may be written in an **active** or **passive** voice to indicate whether the subject performs the action or receives the action of the verb. Depending on for example how blame or credit is to be distributed among participants of an action, there is a choice between active or passive voice. In so doing, the role of a participant may be emphasized, minimized or omitted entirely.
Active voice is chosen when focus on the actor is desired, implying responsibility for the action performed. Thorne (1997) notes that in modern news style, the active voice is preferred to the passive voice since it is considered more forceful, immediate, and more economical in terms of space and aimed at making the news stories more emotional. This could be the reason for the prevalence in the use of active voice in the news report texts analyzed. However, the present study expected the opposite to be true since the news report texts analyzed focus on one topical issue: PEV. Therefore, PEV needs to be foregrounded but not the agents or doers.

The passive voice gives the story a new orientation and creates a different focus. The agentless passive is used when the agent is obvious, as in example 52 in which the police are implied as the agent of firing tear gas canisters.

(52) Several tear gas canisters were fired, forcing both journalists and ODM supporters to scamper for safety at the nearby Serena Hotel. (DN 2:30)

In example 52, the writer implicitly identifies the agent as the police force. The agentless passive is also used when the agent is long and unknown, as in example 53 in which none is explicitly blamed in the said killings.

(53) At least 100 people have been killed and hundreds injured ... (DN 1:1)

In example 53, the agent is long and is considered the violence sparked by disputed results of the presidential election. Equally, the agentless passive is used when the agent is purposefully absolved of responsibility as in example 54.

(54) “Many of the people who have been killed and admitted to hospitals have bullet wounds. (STD 3: 49)
In example 54, the speaker indirectly apportions responsibility to the police force in the injuries and killings. Though the agents are identifiable, yet in example 52-54, the omission of an actor(s) is obvious. The question of responsibility is left open. No one is explicitly accused. For newspapers, one strong reason for deleting the actor could be that "the paper is able to imply illegal conduct without actually making an accusation that could leave them vulnerable to legal action" (Reah 1998:88).

The inclusion of the adverbial by agent becomes optional, and omitting it can change the focus of the sentence as in example 55a 55b & 55c below:

(55a) Active: The police then ordered people out of town.
(55b) Passive: People were then ordered out of town (STD 2:36)
(55c) Passive: People were then ordered out of town by the police.

Obviously, sentence 55a is much more direct in its approach, overtly declaring the police as responsible for ordering the people out of town, while in the passive sentence 55b; the focus is on the affected people. In example 55c, the position of the by agent always creates an end focus and in our case: the police. The mentioning of the police appears more as a matter of secondary importance. By omitting the adverbial, however, emphasis is placed on the people. Thus, in transforming a sentence into the passive, the actor becomes less prominent and the person or thing affected by the action is focused.

Still under abstract discourse, **Conjuncts** are adverbials whose function is to relate (or 'conjoin') independent grammatical units, such as clauses, sentences, and paragraphs (Crystal 2004). Conjuncts are often used as essential linking items between the clauses and sentences of a narrative as given in example 56 and 57.
(56) *Meanwhile,* President Kibaki has asked Kenyans to desist from any forms of violence and maintain peace. (DN 1:11)

(57) The pentagon, *however,* vowed to carry on with their planned thee-day of peaceful mass protests. (STD 2:39)

In example 56 and 57, the conjuncts are used to express the relevant connections between parts of a text. These linking adverbials also serve as logical connectors of ideas rather than mere parts of a text. In 56, the conjunct *meanwhile,* is attention shifting. This is based on the kind of meaning it expresses since the preceding discussion had been about the commissioners admission of mistake in the tallying of votes. In 57, the conjunct *however* is contrasting. It helps to contrast between the sentence they introduce and the preceding sentence about the previous day's abortion of a scheduled mass action rally.

Having counted the features that show abstract discourse in this study, their distribution is summarized in table 4.3.

<p>| Table 4.3 Linguistic features that show abstract discourse in news reporting |
|-------------------------------|---------------------------------|---------------------------------|-----------------------------|</p>
<table>
<thead>
<tr>
<th>Linguistic features of News report texts</th>
<th>Total linguistic features in the <em>Daily Nation</em></th>
<th>Total linguistic features in <em>The Standard</em></th>
<th>Grand total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
</tr>
<tr>
<td>Active voice</td>
<td>57</td>
<td>18.2</td>
<td>113</td>
</tr>
<tr>
<td>Passive voice</td>
<td>29</td>
<td>9.3</td>
<td>77</td>
</tr>
<tr>
<td>(i) <em>Agentless passives</em></td>
<td>20</td>
<td>6.4</td>
<td>58</td>
</tr>
<tr>
<td>(ii) <em>By – passives</em></td>
<td>9</td>
<td>2.9</td>
<td>19</td>
</tr>
<tr>
<td>Conjunctions</td>
<td>10</td>
<td>3.2</td>
<td>27</td>
</tr>
<tr>
<td>Grand total</td>
<td>96</td>
<td>30.7</td>
<td>217</td>
</tr>
</tbody>
</table>

N = 313

It can be noted from table 4.3 that a major similarity between the dailies involved employing more of the active voice than the passive voice. In total, 170 active voice structures are noted against 106 passive voice structures in all the news report texts.
analyzed. The use of more active voice structures implied more forcefulness, immediacy and economy in terms of space and making the news stories more emotional. Again, between the by-passive at a combined 8.9% and the agentless passive at a combined total of 24.9%, it is noted that the agentless passive is the most preferred structure in the news report texts analyzed. This directs the reader’s attention to what was done but not who did it. The frequent use of the agentless passives expresses impersonality and perhaps detachment, which in a sense, is related to the objectivity in news writing.

However, one major difference between the dailies lie in the use of the by-passives in which the *Daily Nation* registered the least at 2.9% against *The Standard’s* 6.1% to imply that the *Daily Nation’s* focus is more on the affected because by omitting the adverbial, the emphasis is placed on the thing or person affected. The actor becomes less prominent and the person or thing affected by the action is focused hence the question of responsibility is left open. No one is explicitly accused. Whereas the *Daily Nation* generally adhered to the above norm, *The Standard* nevertheless flouted it by being categorical on who did what through engaging the adverbial ‘by’ more frequently.

### 4.4.4 Explicit reference

Explicit reference shows how much the text indicates context (Biber, 1988: 110). Texts that are identified as ‘explicit’ refer to generalized events that occur outside the text and are not limited to a ‘specific’ context. Features that make a text more ‘explicit’ are WH-relative clauses on subject and object positions as well as nominalizations (Biber, 1988: 110). Relative pronouns (who, which, whose, whom, that) introduce relative clauses.
Relative pronouns resemble personal pronouns in that they co refer to an antecedent
Quirk et al. (1985: 365-67) as observed in example 58 and 59.

(58) Mr. Odinga met a group of western diplomats and later Mwingi North MP- 
E lect Kalonzo Musyoka *who has offered to broker reconciliation talks 
between Mr. Odinga and President Kibaki.* (DN 1:12)

(59) Other slums *which were hit by violence and houses burnt* were Mathare and 
Mukuru, where more bodies – some with bullet wounds and others with 
panga cuts were found. (STD 1:25)

Whereas in example 58 the antecedent of *who* is the Mwingi North MP- elect Kalonzo 
Musyoka; in example 59, the antecedent of *which* is other slums (Mathare and Mukuru).

Relative pronouns include two series:

(a) Wh- pronouns- *who, which* - as in 58 and 59. Conspicuously missing

  from our corpus are *whom* and *whose* which are also under this series.

(b) That and Zero – as exemplified in 60 and 61.

(60) …… marked by irregularities in vote tallying *that favoured Mwai Kibaki for 
president.* (DN 2:23)

(61) …… marked by irregularities in vote tallying *( ) favoured Mwai Kibaki 
for president.*

In both example 60 and 61, the antecedent of *that and ( )* is ‘vote tallying’. Here {series 
(a), (b)} as in most relative clauses, the antecedent is the preceding part of the noun 
phrase in which the relative clause functions as a post modifier as seen in example 62.

(62) [Other slums *[which were hit by violence and houses burnt]* were Mathare 
and Mukuru] … (STD 1:25)

Neither series (series a or b) has number or person contrast as example 58-62 shows. 
However, the wh-series has gender contrast between personal *who* [Mwingi North MP- 
e lect Kalonzo Musyoka] and nonpersonal *which* [Other slums- Mathare and Mukuru] as 
shown in example 58 and 59 respectively. Case contrast between subjective *who*, 
objective *whom*, and genitive *whose* respectively is also exemplified in 63-65.
The youths, who demanded that motorists identify themselves, said they were avenging killings of their kinsmen in other parts of Rift Valley. (DN 3:6)

The motorists of whom the youths demanded should identify themselves, belonged to a different community from theirs.

The youths, whose demand was that motorists identify themselves, said they were avenging killings of their kinsmen in other parts of Rift Valley.

In example 63, who refers to the subject noun phrase ‘the youths’. In example 64, whom refers to the object noun phrase ‘the motorists’ and in 65, whose indicates possession and refers to the possessive adjective ‘their’. Whose, unlike who and whom - can have personal reference as in example 65 and also nonpersonal reference, as in example 66.

The house whose roof was damaged by the rioters has now been repaired.

Therefore, unlike personal pronouns, relative pronouns have the double role of referring to the antecedent (which determines gender selection as in who/which) and of functioning as ‘all of’, or ‘part of’, an element in the relative clause (which determines the case form for those items that have case distinctions as in who/whom). The semantic relation between the clause and its antecedent may be either restrictive or nonrestrictive. Restrictive relative clauses are closely connected to their antecedent or head prosodically, and denote a limitation on their reference of antecedent as in example 67.

In some places, there were long queues in supermarkets that had opened yesterday. (DN 1:14)

Nonrestrictive clauses are parenthetical comments, which usually describe, but do not further define the antecedent as in example 68.

The youths, who demanded that motorists identify themselves, said they were avenging killings of their kinsmen in other parts of Rift Valley.

Huckins (1997) says that, as with the text in general, omission of information about agents of power can occur at the sentence level and is most often achieved by
nominalization (converting a verb into a noun) and the use of passive verbs as exemplified in 69 and 70.

(69) The *shooting* of the man brought to 65 the number of people killed in Kisumu. (DN 2:23)
(70) The man who *was shot* brought to 65 the number of people killed in Kisumu.

Example 69 does not say whose shot did the killing, thanks to the nominalization of *shooting*. Example 70 has a passive verb *was shot* conveying agentlessness. Both examples are about the victim and not about who did the killing- a major omission of fact, done purposely to veil responsibility of the police force.

Accordingly, Fowler (1991: 80) claims that nominalization permits “habits of concealment, particularly in the areas of power-relations and writers’ attitude”. This is an opinion that Thompson agrees with by saying that “showing less means someone else seeing less. And seeing less means thinking less.” Transformations involve the suppression and distortion of material contained in the underlying linguistic structure (Thompson 1984: 121). Whereas the *Daily Nation* generally adhered to the above norm, *The Standard* nevertheless more often than not flouted it by being categorical on who did what as exemplified in 71.

(71) The *deaths* were occasioned either in clashes between police and protesters, or by gangs of attackers who targeted members of some communities. (STD 1: 33)

Example 71 seems to show more hence making the reader to think more about the killers’ responsibility. The construction of the sentence, then, is dependent on what reaction the writer is aiming at, that is, who is to be blamed for the killing.
Together with passivization, nominalization is one of the most common types of transformation used to delete information from a sentence. In doing so, features of the sentence such as action, participants, indication of time and modality may be deleted. The purpose might be to represent an unpleasant *activity* carried out by one person to another or as an unpleasant *event*, that has no named participant as in example 72 and 73.

(72) *Death* in ODM Protests (DN 2: title)
(73) *Death*, chaos as ECK chiefs break ranks over results (STD 1: title)

In example 72 & 73, the nominalized unpleasant event is *death*. It has no named participant(s). Having counted the features that show explicit reference in this study, their distribution is presented in table 4.4.

**Table 4.4 Linguistic features that show explicit reference in news reporting**

<table>
<thead>
<tr>
<th>Linguistic features of News report texts</th>
<th>Total linguistic features in the <em>Daily Nation</em></th>
<th>Total linguistic features in the <em>The Standard</em></th>
<th>Grand total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relative clauses</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
</tr>
<tr>
<td>(i) That-clauses</td>
<td>18</td>
<td>10.7</td>
<td>24</td>
</tr>
<tr>
<td>(ii) Wh-clauses</td>
<td>6</td>
<td>3.6</td>
<td>12</td>
</tr>
<tr>
<td>Nominals</td>
<td>44</td>
<td>26</td>
<td>83</td>
</tr>
<tr>
<td>Grand total</td>
<td>62</td>
<td>36.7</td>
<td>107</td>
</tr>
</tbody>
</table>

N = 169

Table 4.4 indicates a similarity between the two dailies in terms of nominalization. Both dailies engaged the largest percentage of nominals at 75.1% probably to permit concealment of responsibility, particularly for those in power and on the writers’ attitude because showing less means someone else seeing less. Moreover, seeing less means thinking less. Framing the details in a text by leaving out the agent, counting on if it is not mentioned, the average reader will not notice its absence, and thereby not scrutinize it.
However, the two dailies recorded low occurrences of relative clauses at 24.9% thus depicting the dailies as less explicit. This means that their reference to PEV events is more context specific and less generalized.

Again, according to Huckin (1997), even one word can convey strong meaning- connotations! These connotations are not always, or seldom, in the dictionary, but often assigned on the basis of the cultural knowledge of the participants. Connotations associated with one word, or through nominalizations, metaphors and figures of speech, can turn the uncritical viewer’s mind. As an example, the use of the word protestor or rioter instead of a demonstrator conveys a message. A *protestor* or *rioter* is against something while a *demonstrator* is trying to make something evident. The media conveys a negative image of those advocating for transparency in vote tallying when it paints them as protesting or rioting against the government or corporate establishment. The use of the nominals demonstrators and protestors and/ or rioters is illustrated example 74 and 75.

(74) A man was shot dead and two others injured as police battled *demonstrators* during Day one of marches.... (DN 2:1)

(75) Most of the deaths were at Manyatta and Nyamasaria, where police shot at *protestors* allegedly looting and burning shops. (STD 1:19)

Their frequency counts can be attested in table 4.5.

**Table 4.5 Use of the nominal demonstrators; protestors or rioters**

<table>
<thead>
<tr>
<th>Nominal</th>
<th><em>Daily Nation</em></th>
<th><em>The Standard</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrators</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Protestors and/or Rioters</td>
<td>2</td>
<td>10</td>
</tr>
</tbody>
</table>
Table 4.5 demonstrates that the *Daily Nation* employed the nominal protestors or rioters twice and only once for demonstrators. This is a clear indication that the *Daily Nation* favoured conveying those advocating for transparency in vote tallying negatively. Similarly, *The Standard* painted them negatively by employing the nominal protestors ten times against the use of demonstrators, which was only twice. Generally, the two dailies portrayed the agitators for justice over presidential outcome negatively.

Here, we can see that when used effectively, language is thus a powerful tool and probably most powerful when used implicitly. As Reah (1998:54) puts it: “it is easy to resist a particular viewpoint or ideology when you know it is being presented to you, but not so easy to resist when the viewpoint or ideology is concealed”. Therefore, syntax provides language users with a wide range of linguistic possibilities to express themselves. Different syntactic choices may evoke different reactions from the readers or hearers as to questions of blame or credit, truth and reality. In the context of PEV, some of the most commonly used syntactic devices as passivization and nominalization have been accounted for in this study.

It has been noted that the two dailies have different qualities of writing news to symbolize the distinctiveness of each. However, as Shepherd and Watters (1998: 97) notes, the concept of genre offers the possibility of recognizing similarities even in the midst of great diversity. Thus, genre analysts have seen these as a way to point out the differences in writing PEV news. No matter how different the dailies are, they are still
similar and united in the purpose of reporting news since the task of reporting past events was still the same over PEV period and between the two dailies.

4.4.5 Summary

In the present chapter, data has been analyzed, presented and discussed by looking at the linguistic features of the headlines. The linguistic feature differences and similarities between the *Daily Nation* and *The Standard* in the body of the story was also considered. The explanation of the discourse function was subsumed under the discussion of the linguistic features in the sampled data. It has emerged that in the context of PEV, linguistic features fall into those that manifest themselves in the headline titles of the dailies and/or those that manifest themselves in the body of the news text. Either in the headlines of the dailies or in the body of the text, their discourse function might be considered to be the conventional uses of linguistic features in any text. In the next chapter, a summary of findings, implications and recommendations for further research is presented.
5.3 Summary of findings

Based on the objectives the study set out to address (as already outlined under the purpose of the study in 5.2), the following findings emerged:

To the extent that we examined the linguistic features of headlines used by the two dailies to cover PEV, expressions that imply and visualize violence characterized their writing. More particularly, the headlines under consideration appear to favour short and specific terms based on sense impressions probably to heighten anxiety, fear, disgust and curiosity. This meant that readers visualized a grim picture of the PEV experience thus compelling them with a 'must read' to unravel the ghastly details in the body of the story.

Concerning the linguistic features similarities and differences in the news texts used by the two dailies to cover PEV, the present study yields two main findings:

The first, which concerns the linguistic features similarities, is that both dailies preferred the use of the past tense to indicate something of just how basic, central and important narration of past actions and events like PEV are in the news beats. Again, both dailies engaged a great deal of nominals probably to permit concealment of responsibility, particularly for those in power as well as the writers’ attitude. Equally, the tendency of the two dailies to use more of the active voice than the passive is noticeable. The use of more active voice structures implied more forcefulness, immediacy and economy in terms of space and making the news stories more emotional in appeal to the readers. Considering that the PEV event was a sensational event, the greater exploitation of this linguistic feature was not only expected but also appropriate. Fowler comments that 'the
system of generic expectations amounts to a code, by the use of which (or by departure from which) composition becomes more economical ‘(Fowler, 1989: 215). Genres can thus be seen as a kind of shorthand serving to increase the ‘efficiency’ of communication.

The second finding, which concerns the linguistic feature differences, is that in reporting PEV, private verbs were never employed by the Daily Nation probably to distance the writers from expressing private thoughts, attitudes and emotions to their audience. On the other hand, The Standard employed private verbs probably to express private thoughts, attitudes and emotions to their audience. This implied that the writers’ thoughts attitudes and emotions influenced those of the readers. The interpretation for the disuse of private verbs by the Daily Nation depicts a paper that does not trigger the reader into agreeing with the writers’ point of view. On the contrary, the use of private verbs by The Standard presents a paper that triggers the reader into agreeing with the writers’ point of view.

It has also emerged that in reporting PEV, the Daily Nation’s decreased use of adverbial amplifiers, in their capacity of making ‘heightened feeling’ following Biber (1988: 106), implies that the language of the Daily Nation is stricter and more a matter of fact than that of The Standard which uses more of these adverbial amplifiers.

The last objective addressed the discourse function of the linguistic features used by the two dailies to cover PEV. It has been observed that;

(a) Some lexical items chosen for headline titles impacted memory with a grim picture of the violence experience. They also invoked strong feelings of fear,
disgust and curiosity in the news readers.

(b) Shorthand in headlines provided information about the field of cultural references. It also helped to situate the newsreaders within a national framework.

(c) The omission of articles in headlines saves space making key words to express the precise meaning news writers wish to convey.

(d) Some PEV headline titles omit agents probably to cushion authorities from responsibility.

(e) Placing numerals in thematic position draws attention to the headline titles and gives it added emphasis by making it more emotive.

(f) Past tense verbs are used to report past events for example the PEV event.

(g) Perfect aspect verbs co-occur with past tense verbs as markers of narrative and descriptive discourse.

(h) When used, adverbials help interpret the text to the readers by encouraging a certain attitude which Mann and Thompson (1987) call the writer’s intended effect on the reader.

(i) The choice between the active or passive voice emphasizes, minimizes or entirely omits the role of the participant in a sentence depending on how blame or credit is to be distributed among them.

(j) Conjunctions are not only used to express the relevant connections between parts of a text but also serve as logical connectors of ideas in those texts.

(k) The use of nominals omits information about agents of power at the sentence level.
Either in the headlines of the dailies or in the body of the text, the discourse function of the linguistic features used by the two dailies to cover PEV, might be considered to be the conventional uses of linguistic features in any text. In particular, the two dailies displayed different qualities of writing news to symbolize the distinctiveness of each. However, no matter how different the dailies are, they are still similar and united in the function/purpose of reporting news since the task of reporting past events was still the same over PEV period and between the two dailies.

5.4 Implications of the study

5.4.1 Writing and teaching

Now that news writing in the context of PEV comprises a class of communicative events the members of which Swales’ (1990) observes, share some set of communicative purposes, behooves news instructors to use a genre-based teaching approach to deliver journalistic instructions. Indeed, the study has pedagogical implications for teaching journalistic English since it is important for media writers to use standard conventions of the English language. This is because primarily, a genre offers a model to guide the writing process. Again, in-house writing practices by various media houses should not discard the standard conventions of the English language, rather they should compliment.

5.4.2 Material development

If genre-based teaching approach is adopted to instruct journalists, then developing materials tailored on such an approach will go a long way in grounding the learner in the news writing community. This seems to agree with Kay and Dudley-Evans’ (1998:310) assertion that a genre-based approach will enable the learner to enter a particular discourse community, and discover how writers organize texts.
5.4.3 Further research

Related to linguistic features in news reports is the assessment of narration techniques/devices: scene-recreation, anecdotes, foreshadowing and dialogue. Though not in the domain of the present study, narration techniques/devices will be worthy a consideration by future researchers. This will go a long way into not only answering but also broadening on the question as to how news narrative was used to write news reports during the PEV period. As Brooks, S. et al. (2002) observes, news is more than collections of facts. Telling the news usually means telling stories. The narrative, the humanity, the drama of storytelling is the art of journalism. To gather and tell news stories so that facts can be understood, journalists often use the techniques of storytellers, such as novelists and screenwriters.

In the context of PEV, linguistic features fall into those that manifest themselves in the headline titles of the dailies and/or those that manifest themselves in the body of the news text. Either in the headlines of the dailies or in the body of the text, their discourse function might be considered to be the conventional uses of linguistic features in any text. However, this last statement warrants further investigation.

Finally, it is hoped that future researchers undertaking studies in critical linguistics should analyze the written, spoken or signed language in order to reveal ideologies coded implicitly behind overt propositions. In particular, a study on some of the most commonly used syntactic devices as passivization and nominalization can be more revealing. This is because different syntactic choices may evoke different reactions from...
the readers or hearers as to questions of blame or credit, truth and reality. Reah’s (1998:54) assertion that: “it is easy to resist a particular viewpoint or ideology when you know it is being presented to you, but not so easy to resist when the viewpoint or ideology is concealed” behooves future discourse analysts to delve into studying such ideologies.

5.5 Summary

To demonstrate how the Daily Nation and The Standard newspapers compared in reporting PEV has not only helped rationalize how news writers used language but also revealed the linguistic features they employed in doing so. Hence, the present chapter has highlighted the purpose of this study and synthesized the conclusions arising from the findings. A discussion of the implications of the study for writing and teaching, material development and further research has also been made based on the findings of the study.
BIBLIOGRAPHY


B. Kaplan (Eds.). *Writing across languages*: Analysis of L2 text. Reading, MA: Addison-Wesley.


English for specific purposes, 13, 2, 28-42.
   Oxford University Press.
   Cambridge: Cambridge University Press.
   Cambridge University Press.
   Holland.
   Linguistics 5:275-86.
   structurational approach to studying communication and media. Academy of
## Appendix 1

### Linguistic feature checklist

<table>
<thead>
<tr>
<th>Linguistic Feature used</th>
<th>No.</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Past tense verbs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perfect aspect verbs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public verbs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private verbs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Present tense verbs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adverbial amplifiers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disjuncts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active voice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Passive voice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conjuncts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relative clauses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nominals</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Grand total</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix 2

Headline titles of the *Daily Nation* and *The Standard*

(1) 100 Killed in Poll Chaos (DN 1: title) – Tuesday January 1, 2008.


(4) Death, chaos as ECK chiefs break ranks over results (STD 1: title) – Tuesday January 1, 2008.


Appendix 3

News item 1; Daily Nation: NAIROBI, TUESDAY, JANUARY 1, 2008.

Title: 100 Killed in Poll Chaos

1. At least 100 people have been killed and hundreds injured in violence sparked by disputed results of the presidential election won by Mr. Mwai Kibaki.
2. The casualty figures emerged as four prominent Kenyans set up a team to reconcile the different political camps.
3. Former generals Daniel Opande and Lazarus Sumbeiywo, ambassador Betwel Kiplagat and Mr. George Wachira appealed to Kenyans to stop the Killings.
4. They said that they were planning to invite South African Archbishop Desmond Tutu to help in the negotiations.

Third day of violence

5. Forty-six of the deaths were reported in public hospitals in the past three days. The Director of Medical Services Dr. James Nyikal, said 100 people were being treated for various injuries at public hospitals.
6. Yesterday was the third day of the violence, which erupted over the delay in release results for the presidential elections.
7. The hospital had the highest number of deaths recorded by yesterday, followed by the Nyanza Provincial Hospital, which reported that 22 people had died in the violence. Police headquarters could not give a casualty figure.
8. In a related development, five Electoral Commission of Kenya commissioners admitted there were mistakes in the tallying of votes and called on those aggrieved to go to court.
9. “We request that the observers report especially that from the Kenya domestic observers forum be completed as soon as possible as it will be of great assistance in the verification of the complaints and observations made,” said commissioners Jack Tumwa, D. A. Ndambiri, Samuel arap Ngeny, Joseph Dena and Jeremiah Matagaro.
10. Meanwhile, President Kibaki has asked Kenyans to desist from any forms of violence and maintain peace. In his New Year message, he said: “I want to remind you that God has placed us in a beautiful country. He has also blessed us with peace and stability which we must all, as patriots, jealously guard and maintain at all times.”
11. At the same time, ODM leader Raila Odinga has appealed for calm and announced that a rally which had been planned for Uhuru Park in Nairobi yesterday would now take place on Thursday. Mr. Odinga met a group of western diplomats and later Mwingi North MP-elect Kalonzo Musyoka who has offered to broker reconciliation talks between Mr. Odinga and President Kibaki.
12. Mr. Odinga appealed to Kenyans to be patient and handle themselves with dignity and desist from violence and destruction. Mr. Musyoka asked President Kibaki and Mr. Odinga to negotiate on ending the violence.
14. In other developments, a food and fuel shortage started hitting parts of Nairobi and other towns because supplies were not reaching the markets due to the violence. In some places, there were long queues in supermarkets that had opened yesterday.
Appendix 4

News item 2; *Daily Nation*: NAIROBI, THURSDAY, JANUARY 17, 2008.

**Title: Death in ODM Protests**

1. A man was shot dead and two others injured as police battled demonstrators during Day one of marches called by ODM to protest against the outcome of the December presidential election.
2. In Nairobi ODM MPs William Ruto, Najib Balala and Joseph Nyaga assembled on the Kenyatta Avenue- Kimathi Street junction, but were dispersed with tear gas.
3. They had arrived at city centre in the afternoon and were gathering to plan how to approach Uhuru Park, venue of their planned protest rally, when they were confronted by the police.
4. The park was ringed by regular and Administration police together with contingents of General Service Unit officers.
5. The group had included ODM leader Raila Odinga who did not alight from his vehicle. He was driven off when police used tear gas to disperse the MPs.
6. As Mr. Balala sprinted away from the cloud of tear gas, he tripped and fell, but was quickly pulled up by his aides and shoved into his car.
7. Police spokesman Eric Kiraithe said the man shot dead and another injured in Kisumu were in a group that had attacked police officers.
8. He said the officers had gone to Kondele, after receiving reports that a gang was attacking passers-by.
9. “They had taken advantage of the rally... Police fired when the group attacked them,” Mr. Kiraithe said.
10. In Nairobi, added the spokesman, a group of youths had taken a policeman hostage, who was later rescued by his colleagues. The officer had been walking from the law courts when the gang confronted him, forced him to sit on the tarmac and started interrogating him.
11. Three people were shot and injured in a confrontation with police at the slum.
12. Two other people, he added had been arrested in the city centre for attempting to loot a shop.
13. Shortly after the 2.30 pm incident, police blocked all roads leading to the central business district and asked people operating businesses at the street level to close shop.
14. Commuters walked long distances to catch public transport home as matatus were not allowed into the City Centre.
15. Armed police officers erected barriers at the City Stadium round about on Jogoo Road.
16. Another block on Bunyala and Musium Hill roundabouts on Uhuru Highway, prevented traffic flow from the Lang'ata and Mombasa roads.
17. Other officers diverted motorists at the Murang'a and Thika roads roundabout, ensuring none entered the central business district.
18. Motorists on Ngong Road were diverted at the City Mortuary roundabout.
19. Within an hour after the order, all vehicles had been cleared from downtown Nairobi. Masses of people leaving the city centre had to walk long distances to board matatus at the diversion points.

20. The roads into the city centre were reopened just before 7 pm.

21. Nairobi had been calm in the morning with business appearing to be normal until 2 pm.

22. A sudden downpour in Nairobi’s Eastlands forced youths who had erected barricades on Juja Road to disperse.

23. The shooting of the man brought to 65 the number of people killed in Kisumu since the violence erupted after the December 27 General Election, which ODM and observers claim was marked by irregularities in vote tallying that favoured Mwai Kibaki for president.

24. The two injured people were taken to the New Nyanza Provincial Hospital.

25. In Siaya town, a primary school pupil was shot in the leg as police battled with the rioters at Akala market. Earlier in the day, the police shot several times in the air to disperse the rioters in town who only gave up after a heavy downpour.

26. In the morning, police arrested three people as they dispersed protesters in Mombasa. There was peace in Westlands and other up-market suburbs of Nairobi, Kajiado, Narok, Nakuru, Central Kenya and Eastern province.

**Armed policemen**

27. Mr. Odinga said they would press on with protest marches until their demands are met. “This government has no credibility. That is why it has deployed a big number of armed policemen throughout the country to stop our peaceful rallies,” he said.

28. But he pledged to cooperate with international mediators to reach a negotiated settlement to the poll dispute.

29. Uhuru Park was out of bounds as the paramilitary officers formed a ring around it. Only police vehicles were allowed into the park, which was also barricaded with stones and metal spikes.

30. Several tear gas canisters were fired, forcing both journalists and ODM supporters to scamper for safety at the nearby Serena Hotel. The hotel doors were locked and only a select few were allowed inside.

31. Journalists confronted Ngong police boss Hamisi Mabea, informing him that they were also on duty.

32. Mr. Ruto accused the Government of misusing the country’s security forces to disperse “peaceful supporters”.

33. Mvita MP Najib Balala dared the Government to give them only a day and they would raise a million people at Uhuru Park. Elsewhere, officers of Kilimani Police Station stormed Kibera Ayany Estate where they reportedly shot four people in the legs. Those shot were rushed to a nearby clinic where police picked them up.

34. Meanwhile, the youths blocked the roads after the shoot-out with huge stones and a fuel tank besides lighting bonfires.
Appendix 5

News item 3; Daily Nation: NAIROBI, MONDAY, JANUARY 28, 2008.

Title: 10 burnt alive as toll rises

1. At least 10 people were burnt alive and three others stoned to death as violence sparked by the outcome of the December General Election spread to Naivasha town.
2. And in Nakuru, one more person was shot dead by attackers in Ponda Mali in the violence which has taken an ethnic angle. More than 10 people are admitted to the Provincial General Hospital with arrows lodged in their bodies.
3. This brings to 82 the number of those killed in Nakuru and its environs in the past two days. Other sources put the toll in Nakuru at 100.
4. Fourteen 14 bodies were yesterday collected from the town and its suburbs. The Nation counted 68 bodies at the local government mortuary from the weekend violence.
5. The 10 arson victims, mostly women and children, were burnt inside a house at Kabati estate in Naivasha town. They had locked themselves in the house to escape the violence. Since dawn, marauding youths had taken over the town, barricading roads and terrorising motorists on the main Nairobi- Nakuru highway.
6. A man was pulled out of an Akamba bus headed for Kisumu and hacked to death in Naivasha. The youths, who demanded that motorists identify themselves, said they were avenging killings of their kinsmen in other parts of Rift Valley.

Uneasy calm
7. In Uasin Gishu, more houses including a chief’s camp were torched.
8. An uneasy calm returned to Nakuru Town where 53 people were killed on Friday and Saturday.
9. The latest killings come as the Kenya Red Cross warned that the humanitarian crisis facing the country was running out of control.
10. Secretary- general Abbas Gullet said the organization was facing logistical difficulties in reaching hundreds of needy victims because they could not access some areas where roads have been blocked by marauding gangs.
11. In Nairobi, former UN secretary- general Kofi Annan met ODM leader Raila Odinga and his team and put in place modalities for negotiations. Mr. Annan handed President Kibaki nad Mr. Odinga the agenda of the peace mission in the country, the terms of reference and asked each of them to quickly name three leaders to the negotiator’s table.
12. And four Central Kenya MPs accused the Government of failing to deal firmly with those instigating the violence that has since claimed up to 1,000 people with thousands displaced while property worth billions has been destroyed.
Title: Death, chaos as ECK chiefs break ranks over results

1. THE violence that has claimed at least 160 lives countrywide continued for the third day yesterday, on a day five Electoral Commission of Kenya commissioners broke ranks with their colleagues over the disputed presidential results.

2. Nairobi and Kisumu remained under police siege, as the extent of damage to human life and property by the unprecedented chaos following ECK’s controversial declaration of President Kibaki as the victor in last year’s General Election began to emerge.

3. Other areas that saw violent protests and clashes with the police were Mombasa, Eldoret, Kericho, Kilifi, Taveta, Wundanyi and Narok.

4. Busia, Bungoma, Kakamega, Narok, Kuresoi and Molo were also wracked by violence. The five commissioners- Mr. Jack Tumwa, Mr. Daniel Ndambiri, Mr. Samuel arap Ngen’y, Mr. Jeremiah Matagaro and Joseph Tui Dena- called for a judicial review of the tallying and results in order to come up with an actionable report after serious doubts were cast on the process.

5. “We cannot remain silent under the circumstances. Like all Kenyans, we are deeply affected,” they said.

6. They joined the Opposition party ODM and domestic election observers, who have cast serious doubts on the credibility of the vote-tallying process.

7. The United States and Canada, in separate statements, also expressed concerns over the serious problems experienced during vote-counting.

8. The Kenya Elections Domestic Observers Forum (Kedot) said: “In our view, considering the entire electoral process, the 2007 general election was credible in as far as the voting process is concern. The electoral process lost credibility towards the end with regard to the tallying and announcement of presidential results”.

9. On the other hand, the Canadian Foreign Affairs minister, Maxime Bernier, urged the Government to urgently address the election irregularities in a timely, transparent and thorough manner.

10. The minister also criticised the suspension of live broadcasts. “The suspension of live broadcasts, irregularities in reporting of results and any move to restrict legitimate scrutiny of election results are serious concerns”.

11. In Nairobi, police moved in and sealed off Uhuru Park and all main roads into the Central Business District following an earlier announcement that the ODM presidential candidate, would be holding a meeting at Uhuru Park.

12. Kisumu, where bloody violence had lasted over night, was also a no-go zone as police ringed the lakeside town and kept out protesters.

13. In the meantime, a humanitarian crisis was unfolding as displaced people started running out of food and water.

14. A huge number of them were sleeping in the cold in police stations, schools and churches, and humanitarian organizations were having a hectic time attending to
them.
15. Yesterday, police sources said they had collected and taken to mortuaries around the
country at least 164 bodies from worst hit areas.
16. The highest number of killings was reported in Kisumu, where journalists counted 43
bodies at a local mortuary.
17. Witnesses said the police fired live after protesters threw stones and broke into shops.
18. Of these, two were women and three children, according to a police source.
19. Most of the deaths were at Manyatta and Nyamasaria, where police shot at protesters
allegedly looting and burning shops.
20. Nairobi followed with at least 40 bodies having been collected yesterday from various
alleys of slums and other estates.
21. The populous Kibera slum was the worst hit by violence, as residents woke up to a
bloody morning to find tens of houses and kiosks gutted overnight and businesses
looted clean.
22. A famous petrol station once owned by rally ace, Patrick Njiru, on Karanja road was
reduced to ashes and five vehicles parked there also burnt.
23. Residents, who feared to be caught in the slum houses, fled as protesters moved
indiscriminately setting houses on fire.
24. A huge pall of smoke caused by the fires hung over Kibera soon after President
Kibaki was sworn in on Sunday evening. Police said over 10 bodies were collected
from the slum yesterday morning.
25. Other slums which were hit by violence and houses burnt were Mathare and Mukuru,
where more bodies – some with bullet wounds and others with panga cuts – were
found.
26. Residents from various estates called The Standard newsroom yesterday evening,
saying they had spotted more bodies in Kibera, Huruma and Mathare.
27. GSU officers yesterday ringed the city mortuary – where most of the bodies collected
in Nairobi were taken – and enquired on the identity and anyone who wanted to get
in.
28. Police and mortuary sources said the morgue had over 60 bodies. Eldoret was also
hard hit with 24 bodies collected.
29. Most were victims of the mayhem that hit the town and its environs on Saturday and
Sunday. The Commissioner of Police, Maj-Gen Hussein Ali, said there were “few”
cases of deaths reported following incidents of hooliganism soon after President
Kibaki was announced the winner of December 27 General Election.
30. He, however, could not give the exact number of those killed, saying he had not
received the data from the ground.
31. Ali said police had been mobilised and sent to the trouble zones.
32. He said police had been frown to the western part of the country to back up those
already on the ground in controlling the protests and destructions.
33. The deaths were occasioned either in clashes between police and protesters, or by
gangs of attackers who targeted members of some communities.
34. And yesterday, other reports indicated that at least 10 people had been shot dead in
Kericho by police.
35. Among those killed was an officer hit by a bullet fired by his colleague.
36. Seven other people were killed in Nakuru, six in Rachuonyo, three each in Vihiga and
Busia, two each in Bungoma and Kakamega and one in Molo.
37. There were also reports of violence in parts of Kisii, Kitale, Matunda and Kapenguria.
38. An officer in one of the affected areas said they had been overwhelmed by the protests, and accused his bosses of not giving them enough support.
39. The officer said there was heavy looting and destruction and yet he had few officers to help in controlling the rioters.
40. And in some rural areas in the violence-hit zones, several houses were burnt, property either looted or destroyed for the second day running in protests against the election results. Among those burnt were several vehicles. Yesterday the police boss warned that the Government would not tolerate attacks against members of other communities.
41. An optimistic police boss said: “I know that by next week, things will be fine and we will go on with our activities”.
42. And yesterday, the country was taken by surprise over the move by the ECK commissioners, which was an unprecedented break from the commission’s united voice conveyed by the chairman.
43. “We need an independent person to look into our activities then we can tell Kenyans what went wrong and what did not,” the commissioners told a press briefing in Nairobi.
44. They, however, conceded that they could not revise what has been read but called for a fair process to resolve the dispute and stop bloodshed.
45. On their part, the domestic election observers said there were serious discrepancies in figures released by the constituency tallying centres and those by ECK at KICC.
46. “The handling of the results of the polling and the rest of the process thereafter, in our opinion, were questionable,” they said.
47. Some of the discrepancies and illegalities that local observers noted included:
   * Disparities between results released by ECK and those announced by returning officers in some regions like Central, Eastern and Rift Valley.
   * Reduction or suppression of results in a number of areas.
   * Illegal replacement of authentic Form 16A by photocopies, raising the question of authenticity of results.
48. Kedof also questioned why the ECK chairman accepted the results submitted illegally by some returning officers in cases where Form 16A was replaced with photocopies that was tampered with.
Appendix 7

News item 2; THE STANDARD: THURSDAY, JANUARY 17, 2008.

Title: Chaos as protesters defy police rally ban

1. MEMBERS of the ODM Pentagon were tear-gassed in central Nairobi, riot police killed four people including a 10-year-old boy in Kisumu, and several others were seriously injured as the three-day countrywide mass protests began.

2. In Nairobi, Bungoma, Kisumu, Migori and Eldoret, police used live bullets to break up crowds protesting against the declaration of President Kibaki as the winner of December 27 presidential election, in rallies banned by the Government.

3. Journalists watched as a lone policeman pursued and shot two youths in the chest and shoulder at close range in the volatile Kondele area of Kisumu. One of the two victims died moments after being taken to the Nyanza Provincial Hospital, where his colleague was also admitted in critical condition.

4. The officer kicked one of his prostrate victims thrice on the ribs before casually walking away. TV footage captured the events.

5. Tension also reigned in Nairobi, where armed GSU personnel and riot police patrolled the streets. The armed men had sealed off Uhuru Park, the venue of ODM’s Nairobi protest rally as early as Sam, braving a chilly, rainy morning.

6. When the shooting began, it was again Kibera – the shattered battle-weary slum – where the first shots were fired.

7. Here, police shot three protesters. Three others were shot in Huruma and Mathare slums as demonstrators clashed with the law enforcers.

8. From Kibera slums, protesters had started marching to the city centre peacefully. But police reacted by lobbing several teargas canisters, forcing them to free for dear life.

9. Organised by the Orange party to bring pressure to bear on President Kibaki over the disputed presidential vote, the protests quickly returned the country to the brink.

10. The protests started only hours after perhaps the most acrimonious session the country’s Parliament has ever witnessed.

11. Mercifully, the two protagonists won’t be coming face-to-face soon again President Kibaki prorogued Parliament yesterday.

12. A special issue of the Kenya Gazette released yesterday stated: “In exercise of the powers conferred by Section 59(1) of the constitution of Kenya, the President has prorogued Parliament with effect from the 16th January, 2008”.

13. This is a routine exercise, marking the end of the first session and prepares the stage for the official opening of the Tenth Parliament.

14. The full force of yesterday’s protests were felt in Mombasa, Kisumu, Eldoret, Kakamega, Bungoma, Nakuru, Kapsabet, Mumias, Homa-bay and Busia.

15. In Eldoret, protesters carried placards, some of which read: “We voted Raila and you stole our vote. We demand justice and our rights. No Raila, No peace”.

16. Where police kept off, the demonstrations went on peacefully, but violence reigned where police blocked, clobbered and tear-gassed the marchers.

17. “Mass action is on and will continue as scheduled,” Mr. Raila Odinga, the ODM
leader and Lang’ata MP, said moments after he and pentagon members Mr. William Ruto, Mr. Joe Nyaga, Mr. Musalia Mudavadi, Mrs Charity Ngilu and Mr. Najib Balala were tear-gassed and chased out of the city centre by riot police.

18. Kisauni MP Mr. Ali Hassan Joho, his Hamisi counterpart Mr. George Khaniri and veteran politician Mr. Martin Shikuku were in the company of the ODM leaders when the entourage was tear-gassed.

19. Raila and the Pentagon, along with about 500 supporters, had gathered in front of The Stanley Hotel and started marching on Kenyatta avenue towards Uhuru Park.

20. But as the crowd approached 680 Hotel some 400 metres from Uhuru Park, a convoy of riot policemen who were following them lobbed teargas canisters and charged at them.

21. Ahead at the Nyayo House roundabout were other armed policemen and GSU officers wielding batons ready for the protesters, who were now forced to disperse in different directions as police fired in the air. At around 2pm, the leaders had driven into the city centre in separate cars to evade police roadblocks and later regrouped before attempting to force their way into Uhuru Park.

22. Few people were injured in the ensuing stampede.

23. After the melee, the leaders regrouped again at Serena Hotel, a stone-throw away from Uhuru Park where a contingent of over 2,000 GSU personnel stood guard with a water canon. They did not attempt to force their way to the grounds.

24. When police found that the Pentagon had made their way into town, a reinforcement of more GSU personnel in four lorries were dispatched to Kenyatta Avenue.

25. Yesterday, Raila said he was aware of a silent shoot-to-kill order against demonstrators but vowed that nothing would stop them from fighting for justice.

26. “They are shooting at our supporters, but this will not intimidate us from carrying on with our protests. It is an illegal government using brute force on unarmed people,” said Raila.

27. He added: “Wasifikirie kwamba simba akinyeshewa anakuwa paka (They should not mistake a rain-drenched lion for a cat),” he warned adding that mass action and support will not dry up and will instead build up from time to time.

28. Mudavadi and Ruto termed yesterday’s protests in Nairobi a success despite the team failing to access Uhuru Park and address a rally as planned.

29. “Yesterday’s protests were a success and we expect a large turnout today. They thought they had blocked everybody in the estates. “The fact that we managed to reach town despite the police cordon means Kenyans are determined to reclaim what rightfully belongs to them,” said Ruto.

30. He said thousands of protesters went to the streets countrywide yesterday. He predicted that the numbers would double today.

31. Mudavadi said ODM had advised its supporters to be peaceful and accused police of trying to turn the mass protests into riots by employing unorthodox means. “We know police planned to turn the protests into riots so we can be blamed but our supporters have been peaceful because what they want is justice. By the sheer number of police, one would imagine Kenya was in a state of emergency,” he said.

32. Mudavadi said ODM was not after positions of leadership for the sake of it but the party advocated for a framework, through a mediator, that would see the establishment of a transitional Government.
The drama unfolded outside the Stanley Hotel, where the leaders had assembled shortly after 1pm. Balala, Joho and Nyagah had earlier been tear-gassed outside the Hilton Hotel where they had met to strategise on the way forward. They then escaped towards Stanley Hotel where Raila and Ruto joined them. But minutes later, all hell broke loose.

Caught out of their vehicles, Balala and Joho fled on foot on Kenyatta Avenue with police in hot pursuit. But the politicians quickly regrouped near Teleposta Towers before driving to Serena Hotel, where they remained holed-in.

Shortly after the assault on the leaders, police started ordering businesses in the CBD to close. People were then ordered out of town. Hundreds had to walk several miles to the periphery of the city to catch means back home after public service vehicles were barred from entering town.

By 5pm, central Nairobi was a ghost town. Effectively, the planned mass action rally scheduled for Uhuru Park, Nairobi, aborted. The rally was to start at 10am but rains that pounded the city kept supporters and organisers indoors.

The pentagon, however, vowed to carry on with their planned thee-day of peaceful mass protests terming yesterday’s protests a success.
1. THIRTY more people were feared dead, bringing the toll of the weekend bloodletting to almost 90 as the epicenter of the violence shifted to Naivasha, 70km from the capital, Nairobi.

2. And in a chilling episode, at least 16 people—most of them women and children—were burnt to death in a house torched by attackers in Naivasha.

3. Meanwhile, the Kofi Annan-led team intensified efforts to find a solution to the crisis that is dangerously pushing the country towards civil war.

4. Last night, the mediation team was expected to release the terms of engagement for the talks.

5. After meeting with the team of African Union eminent persons yesterday, ODM said it was hopeful of progress.

6. On Sunday evening, Annan met President Kibaki and briefed him on his visit to the violence-hit areas.

7. The President repeated that he was committed to dialogue, and urged all leaders to give the Annan initiative a chance.

8. In a statement by the Presidential Press Service, Kibaki said he was encouraged by Annan team’s efforts that led to a meeting with ODM leader, Mr. Raila Odinga.

9. After yesterday’s hour-long meeting with Annan, ODM deputy leader, Mr. Musalia Mudavadi said: “We believe some measure of progress is imminent. We want a lasting solution.”

10. If the terms of engagement are agreeable to both sides, ODM and President Kibaki’s side will then proceed to appoint a team of three negotiators each and one additional member, who will act as the liaison between the warring parties.

11. In yesterday’s incident only comparable to that visited on victims sheltering at an Eldoret Church early this month, charred remains of the 16 victims were crammed in a small, two-room house, where—according to witnesses—they had locked themselves up to escape the wrath of blood-thirsty youths.

12. “When the attacks started, youths burnt the house, trapping them inside,” a resident said.

13. Another four were hacked to death as they fled from the marauding gangs targeting members of one community.

14. Others were killed and lynched after being fished out of public service vehicles on account of their tribes.

15. Policemen watched the unfolding chaos helplessly as Nairobi was temporarily cutoff from western Kenya.

16. Independent reports put the death toll in Naivasha at more than 20, but police confirmed only 10. The number could be higher as several people were reported missing.

17. In Nakuru, the death toll hit 60, with the number expected to rise as rival groups
continued to clash. Witnesses said some of the attackers, believed to be members of the proscribed Mungiki sect, were armed with guns and wore police uniforms.

18. Fifty-five bodies are lying at the Nakuru Municipal Mortuary with five more yet to be collected from the town’s estates. The mortuary, with a capacity of 42, was stretched to the limit as bodies streamed in.

19. The number of those injured continued to rise and by yesterday evening, more than 100 victims were admitted to the Rift valley Provincial General Hospital nursing arrow, cuts and bullet wounds.

20. Burning of houses continued in various estates as hundreds continued to flee their homes. Police and military officers patrolled the town and suburbs as the violence entered its third day yesterday.

21. Unconfirmed reports said a military chopper patrolling the town fired gunshots at Kwa Rhonda and Ng’ambo estates to scare away marauding youths torching houses.

22. However, Nakuru deputy OCPD, Mr. Mathew Gwiyo, said military officers fired shots in Bahati of Nakuru North District to disperse youths armed with pangas, bows and arrows who were torching houses.

23. “The military choppers are assisting police with aerial surveillance and intervened when the situation got out of hand,” he said.

24. At Sewage Estate, police had a hard time controlling two armed groups from rival communities and had to fire several times in the air to disperse them.

25. Armed with pangas and other weapons, they mounted deathtraps at illegal roadblocks on the Nairobi- Nakuru highway, where they flushed out passengers from communities other than their own and lynched them.

26. During the skirmishes, a prison warder accidentally shot his colleague, part of a team sent to quell the violence. Houses were torched and property worth millions of shillings looted during the chaos that turned Naivasha town into a no-go zone.

27. The 16 people were burnt inside a two-room house at a residential plot in Kabati Estate, about 100 metres from the main highway, at about 1pm.

28. When the Standard team visited the scene, the house was still smouldering, with twisted metal bearing witness to the ferocity of the fire.

29. At least four bodies were strewn in open fields. A man was hacked to death at a cemetery. Another was stoned to death a stone throw away from the burnt house.

30. Two other bodies lay in shrubs where they were accosted as they fled. The main Nairobi- Nakuru highway was sealed off as passengers from targeted communities were flushed out of vehicles and attacked.

31. One man was plucked out of a matatu and beaten to death near the Heritage Hotel.

32. However, his colleague escaped with serious injuries and was later rescued by the police and rushed to a local hospital.

33. Kenya Army officers were called in to help restore calm and clear barricades on the road branching from the highway leading to Naivasha town.

34. Police provided armed transport to fleeing victims, now camped at the Naivasha Police Station. On the highway, they flagged down buses headed for Nairobi for people desperate to leave.

35. Western Kenya-bound passenger vehicles had to change route to reach their destinations.

36. Officials at bus companies Akamba and Easy Coach said they had avoided the
Nakuru route and their Nyanza and Western-bound buses took the Nairobi-Narok Route.

37. One Easy Coach bus was intercepted at Naivasha and some passengers attacked.

38. Last night, tension was still high as some of the displaced people escaped to hills near the Naivasha Maximum Prison. There were also fears that workers from neighbouring flower plantations could be attacked when returning home.

39. Local MP, Mr. John Mututho, attempted to calm down the youths, but his pleas fell on deaf ears. The Nakuru Catholic Bishop, Peter Kairo, was caught up in the chaos as he headed to a local church.

40. He was forced to disembark from his car and prayed for peace before he was allowed to proceed.

41. The irate youths then started destroying property, before proceeding to the main highway where they stopped vehicles and demanded to know the identity of motorists.

42. For hours, the highway was a no-go zone as the youths searched car after another. After the chaos, the group then marched to Kabati Estate – as police watched from a distance – and moved from house to house flushing out men and women and hacking them to death.

43. Others took advantage of the situation to loot and torch the houses as war cries rent the air. On the highway, more cars were torched before the Kenya Army personnel intervened.

44. Later in the afternoon, an uneasy calm returned to the town with the army and the police manning the streets as gun shots continued to be heard.

45. “Police should not take sides in this matter. Why are people being killed and robbed on the highways on their way to Western Kenya and yet the police are patrolling the roads?” Raila told The Standard by telephone.

46. “As a party, we are concerned about the state of insecurity,” said Mudavadi, adding: “Deployment of the military is not a good sign... Police and security agents should take the lead in quelling the unrests and not the military.”

47. The party also took issue with the cancellation of a prayer meeting that was scheduled for Eldoret yesterday. Mudavadi said: “There are belligerent entities in Government who do not want us to hold peaceful meetings.”

48. Eldoret North MP, William Ruto, said: “Politics should not be turned into an ethnic contest. Politics is about policies, development and manifestos. We should create harmony and coexist.

49. He added: “Many of the people who have been killed and admitted to hospitals have bullet wounds. The security forces should discharge their mandate professionally.”

50. The MP said political leaders must have the courage to make hard decisions, but also show humility and be able to listen and the wisdom to put all that together.

51. On their part, MPs from central Kenya told President Kibaki to take charge of and restore peace and order in clash-torn areas.

52. Tigania East MP, Mr. Peter Munya, who led the MPs in making the call, said: “President Kibaki must take charge now and stop the killings of innocent people in Rift Valley. We demand that perpetrators be brought to book.”

53. They said the Government had not done enough to protect lives and property being destroyed by gangs.
54. Renowned scholar, Professor Ali Mazrui, said the international community should not relent and called on the African Union and the Commonwealth to suspend Kenya from their ranks.

55. "The AU has been more of an apologist for President Mugabe of Zimbabwe than a correction officer," Mazrui, who is also the Chancellor of Jomo Kenyatta University of Agriculture and Technology, said.

56. Mazrui said Kenya's reputation internationally has been tarnished and its stability compromised.