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Symbolic politics in Kenya: An analysis of the major political parties' symbols since independence and their contribution to the general elections

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The purpose of this study is to analyse political parties' symbols in Kenya and assess their contribution to the general elections. Political symbolism is used to represent a political standpoint or party. The symbolism can occur in various media including banners, pictures and flags. Political parties often associate themselves officially or unofficially with symbols. The questions answered in this article are: What are party symbols? How did party symbols start? What do party symbols stand for? What are the significance of party symbols to elections? Since no studies have been done with respect to the study area, seemingly there is need to interrogate this phenomenon. The study relied on descriptive research design and was premised on Ferdinand de Saussure Semiotics theory. The theory helps to understand how meaning is created and communicated. Purposive sampling was used to select the data in this case selected political parties symbols under study. Textual analysis was the main form of data analysis in the study. The study findings are useful to political parties and political communication during election campaigns.
Key Terms: Symbols, Symbolic politics, Political parties, general elections

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How political personality cults are created through political narratives during campaigns in Kenya

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The purpose of this study is to interrogate how political personality cults are created through narratives during campaigns in Kenya. Personality cult is a widely applied concept in politics. It refers to a situation in which a public figure such as a political leader is deliberately presented to the people of a country as a great person who should be admired and loved. A cult of personality uses various techniques, including mass media, propaganda, arts, patriotism, and government-organized demonstrations and rallies to create a heroic image of a leader, often inviting worshipful behavior through uncritical flattery and praise, an art that Kenyan politicians have mastered. The questions answered in this article are: what is a personality cult? Do we have political personality cults in Kenya? How do political personality cults create political narratives during campaigns? Since no studies have been done in respect to this study, there is need to interrogate this phenomenon. The study relied on descriptive research design and was premised on Thomas Carlyle great man theory. The theory helps to explain the impact of highly influential and unique individuals who due to their natural attributes have a decisive historical effect. Purposive sampling was used to select the data in this case the selected political narratives in Kenya. Textual and content analysis were the main form of data analysis in the study. The study findings are useful to political parties and political communication during election campaigns.
Key Terms: Politics, Cult, Personality cult, Campaigns.

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Misinformation and COVID-19 Vaccine Politics in Kenya: A Social Media Analysis

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The purpose of this study is to determine the types, forms, and consequences of myths, and misinformation on social media that affect Kenya's COVID-19 containment Vaccine hesitancy, specifically against the COVID-19 vaccine. Fears and suspicion about COVID-19 vaccines have not been helped by reports linking the AstraZeneca vaccine to the development of blood clots. AstraZeneca is currently the only available vaccine in Kenya. The government recognised the danger of vaccine hesitancy even before the rollout began, listing it as a risk in the national rollout plan. The communication around this was supposed to start before the vaccines arrived, but it didn't. There have been concerns expressed on social media about the COVID-19 vaccine's origins and why the Kenyan government could not protect its citizens from the worldwide pandemic, let alone manufacture its own vaccine. This study used both Primary and Secondary data in the investigation, a review of social media texts was conducted. The study was supplemented by document reviews posted on social media by other writers. Purposive sampling was utilized to select the data, in this case, myths around the COVID -19 vaccine, to increase or decrease individual and social perceptions of risk, influencing vaccination uptake behavior. This study used Diffusion of innovation theory in order to explain the low uptake of Covid -19 vaccine. This theory elaborated on human behaviour since this vaccine is a new innovation which targets everyone in Kenya. Some people are willing to take up the vaccine while the majority are still conservative. The findings of the study will aid the Ministry of Health in increasing COVID-19 vaccination adoption This study will also dispel a lot of misunderstandings and misconceptions concerning the Covid -19 Vaccines.
Key Terms: COVID-19, , Misinformation, Politics, Social media
strong text

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Politics in Digital Age: Impact of New Media in Political campaigns in Politics.

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Digital revolution has necessitated extensive changes with significant results in politics worldwide such as increased public's access to information, generation of political ideas and expanded civic engagement and social networking among civic members and political class. Political institutions are largely seen entirely depending on new media technologies. These technologies of new media shape politics and the political landscape of given area. New media technologies are recognized as having powerful influence on the civic more so in accessing the information, political campaign content such as party manifestos, voters' attitude and preferences of parties and candidates. Many political analysts assert that democracy requires active participation of citizens (voters) through various new media platforms. New media is widely viewed most influential in politics especially in political campaigns. In this digital era where new media has transformed political campaigns, its worthy to look at the how new media has impacted political campaigns in development of political campaigning and electioneering period of any democracy. Many changes have been triggered in campaign strategies of political parties, candidates and political organizations. Elections media coverage has been reshaped and this has influenced voter engagement. This paper will examine the stages in development of new media in political campaigns and elections in terms of their form functions and identification of audiences for new election media and highlights its impact on voter engagement during the process of political campaigns.

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The Big Four Agenda:An analysis of the media coverage on government projects in Kenya, between 2017-2022

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Kenya,like all other developing countries in the world,is faced with the task of working strategically towards the achievement of the Sustainable Development Goals (SDGs) 2030.The country's greatest strategic focus is on the Big Four Agenda, which is the government's set of priority programs and reforms ,for the year 2018-2022. The Big Four Agenda include;Food Security, Affordable Housing, Manufacturing and Affordable Health Care for all. Delivery of the Big Four Agenda requires the input of key stakeholders from different sectors including the media. The Media coverage of the Big Four Agenda is important as it holds the government accountable to its agenda and projects,and in turn,promotes good governance.

The government needs to be held responsible not only for the launch of these flagship projects and reforms but also accountable and transparent in its progress. This is by relaying information through the media on the opportunities available for Kenyans to support and invest in these projects with the aim of creating employment and reducing poverty levels.The media therefore influences both the public and policy makers and shapers, through collective engagement in keeping everyone infirmed and providing a platform for dialogue.

In 2018, however,Infotrak Research revealed that only 47 percent of Kenyans were aware of the Big Four Agenda (Infotrak 2018). The paper therefore aims at analysing the media coverage of the Big Four Agenda projects,by examining the frequency of the news coverage coverage,the framing of the news stories and areas of coverage on the Big Four Agenda projects.

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How the media in Kenya has provided information on the big four agenda of the Jubilee government.

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The purpose of this study is to explore the role of media in providing information on the Big Four agenda through its information giving role. The media plays a pivotal role in any society by providing information about daily occurrences locally and internationally, educating the masses on a variety of issues as well as offering entertainment among many other functions. Evidently, the media functions as an information hub for the people which leads to a better and informed society. Universal healthcare, affordable housing, enhancing manufacturing and food security and nutrition are the four key pillars of the Big Four agenda of the Jubilee government. In order to increase awareness, the Jubilee regime has heavily relied on the media to promote the Big Four agenda. This study therefore seeks to look at how the media has provided information on the Big Four agenda to the public. The questions to be answered in this study are: What is the role of the media in providing information on the big four agenda? How has the media provided information on the big four agenda? How effective is the media in providing information on the big four agenda? The study uses purposive sampling to select articles and news stories and is premised on the agenda-setting theory as espoused by Maxwell Mc Combs and Donald Shaw. The theory explains how the media shapes what issues the public should discuss. Data will be collected through content analysis of newspaper and television stories. The study findings will be useful to the media in Kenya, policy makers and the government.

Key Terms: Big Four Agenda, Media, Information.

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Role of government communication in achieving government projects: The case of the Big Four Agenda

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Government communication has become increasingly important over the last couple of decades for several reasons (Canel & Sanders, 2012). One of these reasons is the need for transparency. In the era of increased government scrutiny and mistrust by citizens, government performance is evaluated based on its level of transparency (Bertot & Jaeger, 2010). Transparency allows the citizen to evaluate the performance of the government, and hold it accountable. Governing involves constant exchanges of information, ideas, and decisions between governors and the governed (Sanders & Canel, 2013). The ability to communicate effectively is a fundamental function of governance, yet many governments have not been able to achieve it (World Bank Briefs for Policymakers, 2010). Countries in the developing world have demonstrated relatively low capacities for deploying two-way communication.

In Kenya, government's strategic focus on the Big Four Agenda (2018 -2021) has not been effectively communicated. As demonstrated by a poll conducted by Infotrak (2018); who found out that only 47 percent of Kenyans were aware of the Big Four Agenda. Government launched various flagship projects, including Affordable housing; Universal Health Coverage; Food security; and improved manufacturing. Information about these projects has been relayed in order to create awareness, seek support and participation of the citizens, influence public opinion, provide a platform for dialogue, and communicate on the opportunities available. Communication has been done through various platforms, including traditional media, websites, the presidency, and government spokesperson (s). However, the government still struggles with the challenges of effective communication, the citizenry does not have the ability to participate in decision-making and evaluate government performances.

It is against this backdrop that this paper will critically analyze government communication on the Big Four Agenda; examine the communication strategy used in the Big Four Agenda, and assess the role of media in the big four agenda.

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Conflict Sensitive Journalism: The case of the 2017 general elections in Kenya

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The media plays an integral role and forms a crucial part of any electoral process. Over the years, it has become almost impossible for any electoral process to take place without considering the pivotal role played by the media. The media takes up its key role of informing the masses on the proceedings on any electoral process, from the national level down to the constituencies and wards. During an election, not all parties agree on the results and/or the whole electoral process as evidenced by the 2017 general elections in Kenya. In such events, conflicts are likely to occur after an election and the media therefore has a responsibility of channeling and practicing conflict sensitive form of journalism in effort to help avoid any escalation in conflicts between different members of any given society. This paper therefore seeks to answer the following questions: What is conflict? What is conflict sensitive Journalism? Does the media in Kenya practice conflict sensitive form of journalism during and after elections?. What are the effects of the media reporting during and after the elections? Descriptive method of data collection will be applied in this research. Agenda setting theory by Mc Combs and Donald Shaw will be used to analyze the media's intrinsic ability to shape public opinion and its power to inform decisions among the masses before and after elections. The study will rely on descriptive research design, which is a design in qualitative research and premised on Agenda Setting theory. The findings will be useful in informing about the media's ability to act

professionally in their conflict sensitive reporting.
Keyterms: Conflict, Media, Elections, Conflict Sensitive Journalism

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Communication and Elections: Their Synergy

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Communication influence on the electorate's attitudes and perception has inspired interest and research than the impact on its electoral process. Hence communication encompasses on such influence on who wins and who loses. Traditionally, communication in electioneering period is divided into two component areas visa vis producing campaign messages and the impact of these produced messages on the predisposition of the voters and their actions. Because the production of campaign messages is crucial in political communication and propaganda generation, then there is always a synergy between communication and elections. Therefore political communications is all about news and advertising on political campaigns and political processes which result in electioneering mandate. Communication creates a relevance of observation in politics where political personalities are obviously the central attention. The personal attributes of political party candidates are perceived by voters through communication. Their decisions are independently shaped by this kind of political communication hence influence on their voting behavior. This paper seeks to emphasize the connection and interdependence between communication as a tool and elections as the political process. The role of communication in any democratic process is unquestionably central. Any political system needs a better communication system through communication tools so as it may stand firm.

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Conflict Senstive Journalism and Elections: Analysis of the media coverage of the 2017 elections in Kenya

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ABSTRACT.

In any electoral process, the media plays a crucial role of informing the public and acting as a watchdog in ensuring a credible and fair election. Media influences the election dynamics and perceptions, how and what the media reports, builds or breaks the credibility of that election. Media influences people by the way of reporting and causes people to make changes either by the way peaceful resolution or even end up in conflicts. It therefore instrumental in conflict resolutions and peace building. Although in some instances, the media has been accused of fueling election-related violence through its reporting. Violence related to elections is increasingly a problem around the world, including in many African countries.

In Kenya, where incidents of violent conflict are frequently experienced information collection and dissemination are part of the systems that create mutual distrust between the actors in conflict. The

media is faulted for poor reporting and for amplifying hate speech that inflame tension and lead to retaliatory attacks. Media houses and Journalists have reported unconfirmed reports, aired inciting messages from politicians, or perpetuated view point that have created political discourses that fun violent conflict. The media ought to report freely, fairly and be neutral during elections during elections without fueling violence. In an effort to conflict sensitive journalism, the Media Council of Kenya offers trainings on code of conduct, developed election reporting guidelines and encourage conflict sensitive journalism.

It is against this background that this paper seeks to examine the role played by media in the electoral processes in Kenya, analyze media coverage of the 2017 elections, establish the extent to which the media escalated and/or de-escalated election violence in Kenya.

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Media and The Big Four Agenda: Analysis of the media coverage on Universal Healthcare

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The health sector in Kenya has experienced tremendous changes since the introduction of the Big Four Agenda. In 2018, the government piloted a universal health coverage program me in four counties, where there was abolition of all fees, more than 200 community health units were opened, 7700 community health volunteers and over 700 health workers recruited (MoH, 2020). In their assessment, the Ministry of Health underscored the need for improvement in accelerated staff recruitment, better links between local and higher-level health facilities, timely funding and supply of medical commodities as well as coordination and management. The government in its efforts to achieve the Big Four Agenda is in the process of scaling up universal health coverage and reforming the national hospital insurance fund and establishing a mandatory universal health coverage scheme.

However, the COVID-19 pandemic has impacted the ability of health systems to provide undisrupted health services. It is increasingly becoming difficult to respond to the ever-growing health needs and the increasing costs of health services. This is because improving healthcare coverage depends on the availability, accessibility, and capacity of healthcare workers (WHO, 2020). Media reports have highlighted the growing gaps in the supply of and demand for health workers, demonstrated the invaluable role of the healthcare workforce, the importance of expanding investments in the health sector, and to leverage partnerships tha provide decent working conditions.

It is against this backdrop that this paper seeks to examine media coverage on the Universal Healthcare projects under the Big Four Agenda; establish the role played by the media in achieving universal healthcare coverage, and, establish the challenges faced in implementing Universal Healthcare.

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Media and Electoral Processes: Media coverage of the 2017 Kenya's general elections

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The media has been a critical part of any election process, that of educating and informing the populace. Media continues to play a critical role in educating and informing the populace. The increased number of media outlets has ensured broader access to election information, negotiating

political and electoral discourse, and provided a platform where citizens can exchange ideas and engage with their leaders. During the 2017 election process the media remained at the forefront of presenting different opinions and highlight issues of public importance to their audience. Compared with previous elections there was been an improvement in live coverage, immediacy, and updates on the campaigns/elections. The media houses also followed the various legal challenges during the 2017 elections, there were efforts to encourage issue-based debating platforms and to give fair opportunities to all candidates, for better engagement.

However, the media was also been accused of been parochial, partisan and biased on their coverage. The adherence to the principles of truth and accuracy, independence, fairness and impartiality were questioned. There were accusation of the media being partisan, journalists revealed their political biases, there was blurred the lines between the personal and the professional, wallow coverage of issues or content, propagating fake news, lack of verification and fact checking. The media was also accused of lack or delay in setting the agenda on issues of public concerns such as use of state resources for campaigns and the conduct of political party primaries.

This paper therefore seeks to examine the role played by media during the 2017 elections in Kenya, analyze the media coverage of the 2017 elections, and the impact of media coverage on the 2017 general elections in Kenya.

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Social Media and Political Communication: Assessment of the news media usage during elections in Kenya

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Social media have opened up spaces for political actors to engage with voters in more direct ways compared to traditional forms of campaigns such as rallies, billboard advertising, and the legacy media. It has enhanced the flow of information between candidates and voters, provided a forum for a free exchange of ideas, and unconstrained by imbalances of power and resources. Social media reach is greatest among younger voters, who are attracted to new forms of communication for social interaction and personal gratification. Political actors can reach these young voters to encourage them to register as voters or discuss election campaigns/agendas with them. Kenya has an internet penetration of 90%, over 8 million social media users and over 80% of Kenyans visit platforms such as Facebook, YouTube and WhatsApp (CAK, 2020). Digital connectivity and interactivity in Kenya has enhanced political knowledge and political information. Political actors have leveraged the power of social media to gain visibility.

However, social media has also been used as avenues for propaganda, fake news, incitement to violence, hate speech or advocacy of hatred. A case in point is the Cambridge Analytica who were accused of manipulating voters and running negative campaigns. Many have also been cyberbullied by Kenyans on Twitter (#KOT), through toxic politics and low quality political debates. President Kenyatta was hounded out off Twitter and Facebook by #KOT. There are many instances where political messaging has veered into unethical or potentially criminal conduct. This has potentially undermined freedom of expression and calls for reviewing existing regulation so that online spaces are safer for political candidates and voters alike. This papers therefore seeks to analyze how social media was used during elections, examine the role of social media in creating political discourse, and analyze the emergence of citizen journalism as an alternative medium of communication

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How social media is/was used in election

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Media plays a critical role in the development and expansion of the democratic spaces in Kenya. High penetration of the internet has led to easy access and use of social media platforms by youths who account for a larger percentage of the population in Kenya. New media therefore has shifted and changed the way politicians interact with their followers. Through these platforms, politicians reach out directly to their followers, campaigning and selling manifestos. New media has overturned the traditional ways of political campaigns and opened up a level playing field where all politicians have equal chances and can speak directly to the electorate. On one hand, more voters now have access to various sources of information and freedom to express their opinion without any censorship or gatekeepers to influences them. On the other hand, citizens have become digitally literate, civically engaged, and more likely to hold the politicians accountable.

In 2017, social media was widely used in shaping the opinion of the Kenyan voters. It was used to varied forms of civil engagement including online protests that were characterised by political contests and outbursts of anger and backlash, protest messages that turned into humorous viral memes, hashtags on trending topics and actors. However, with a global pandemic (COVID-19) a lot has changed in terms of restricted political rallies and limited movements. Internet usage surged during Covid-19 rand this has accelerated digital transformation. It is evident that social media has and will play a critical role in upcoming elections by shaping the opinions and breaking control of the incumbency over the electoral process. This paper therefore seeks to analyse the social media political discourses of various publics, examine how politicians have used social media in political campaigns, and assess the impact of social media on democracy.

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Media and Food security: Analysing Media Coverage on the Food Security situation in Kenya (2018 -2021).

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ABSTRACT

In 2017, the government launched the "Big Four Agenda," policy framework that is anchored on the four development pillars which include: Housing, Food security, Manufacturing and Universal Healthcare. Media plays a critical role of creating awareness, providing information, shaping perception and agenda setting of stories that represent the Big Four Agenda. The focus of this paper will be on the role of the media ion regard to food security, as one pf the pillars in the Big Four Agenda. Climate change preceded by prolonged droughts have greatly affected agriculture hence impacting negatively in food security. Media plays a key role in raising awareness and bringing into sharp focus food security information. Media offers effective channels for communicating agricultural messages that emphasise food security information, increasing knowledge and influence of the audience (Nazari & Hassan, 2011). Media attention on how to boost food security is essential because food is a fundamental need for every household.

Since the launch of the Agenda Four, media has provided adequate space for interrogating government policies, igniting and driving continuous discussion on food security in Kenya. There has been increased coverage of agricultural related stories that brought to attention the food security issues. For instance, Nation Newspaper runs a specialized publication called Seed of Gold that focuses on agriculture and farming techniques, The Standard Newspaper publishes Smart Farmer, Ministry of agriculture and other small organisations have also taken advantage of social media to articulates issue related with food security. However, the impact of this coverage has not been assessed. The paper seeks to analyse media coverage of food security in Kenya, examine the impact of media attention on the information on food security in Kenya, and assess the communication strategy used by government in implementing the food security agenda.

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Analyse media media coverage of elections in kenya

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The media has been a critical part of the Kenyan election process. During the election process, the media always remains at the forefront of presenting different opinions. The media plays a critical role in negotiating political and electoral discourse. It calls on dozens of ''experts'' and ''analysts'' to make their contributions that justified their titles. Media houses deploy resources to cover campaigns in various parts of the country giving rise of fact-checking. In Kenya, the media is the only industry specifically protected by the constitution. This is remarkable considering that most of Kenya's press is actually private owned. While it plays a very important role, it still has a way to go in terms of the factual, unbiased and objective coverage of elections

Media's well-cultivated reputation for independence and vibrant reporting has been questioned, given its penchant for superficial regurgitation of politicians' statements and unwillingness to engage in investigative reporting. The media has been accused of inciting ethnic violence, overlooked on critical issues of public importance, got carried away into the political drama of competition over its mandate to inform the electorate, and failed to unpack policies and issues that various political candidates have presented. Panel discussions have featured surrogates for the two main contenders shouting over one another and, in the process, managing to shed more darkness on already obscure subject matters such as the technicalities of the law governing the election. This paper therefore seeks to examine the role of media in the advancement of democracy, assess the media performance in the 2017 election process, and interrogate the adherence to the guidelines on election reporting by Media Council of Kenya

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Media and conflict Sensitive journalism during and after elections

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The research study is about media and conflict sensitive journalism during and after elections in Kenya. The objectives delves into how journalism and conflict interrelate, what good journalism entails as well as what conflict sensitive reporting is as opposed to traditional reporting. The study used content analysis method following the use of library research which helped to gather secondary data. The study show that some of the media stations focus on who is losing, who is winning, the candidate with huge followership and the one with better arsenals. Such news mostly result to conflict between the supporters of such aspirants. However, media can also create a peaceful environment during and after elections by participating in conflict resolution. This can only be possible if the media can keep off from disseminating conflict related content and remaining independent in reporting. Media should also focus on aspects of balanced, accurate and honest reporting. It is at this point where peace journalism comes in. However, peace journalism can only be possible when the media gate keepers and reporters make tacit choices on what to report and how to report. Issues touching on scarce resources, customs and belief systems, unresolved grievances existing from the past, power distribution in government among others, need to be disseminated in a balanced and accurate way. On the other hand, professional journalists need to desist from defamatory, imitative, corrupt and malicious reporting which can prompt the distortion of information. Reporters in conflict reporting must strike a balance between telling facts and ensuring that those facts do not flare-up the country. One way conflict sensitive journalism can bridge the gap between the opponent sides is by reporting issues of commonalities which have the potential to de-escalate political violence.

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VISUAL ANALYSIS OF THE BIG FOUR AGENDA AS PORTRAYED IN THE NEW MEDIA CARICATURE. A CASE OF THE GADO-CARTOONS.COM

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This paper focuses on Visual analysis of the Big Four Agenda as portrayed in the new media caricature. The study is aimed at depicting the sociopolitical and economic context after the 2017 election, focusing on visual communication as embedded in political caricature. This paper argues that inasmuch as caricature is used as a means of humor, most significantly it conveys messages that require sociopolitical and ideological knowledge to interpret. This study seeks to unearth such hidden meanings embedded in the Big Four Agenda caricature. The study adopted a qualitative method to arrive at descriptive findings. Further, the researcher applied a semiotic analysis paradigm to analyse the sampled data by interpreting the signs system through connotative and denotative aspects entrenched in the caricatures. The researcher purposively sampled Four Caricature published by Godffrey Mwampembwa, a Kenyan-based caricaturist at cadocartoons.com.

Key words: Analysis, caricature, connotative, denotative, communication, semiotics, Visuals

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Cultural Analysis of the Media: The West Media Culture Hegemony Perspective

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Media culture hegemony is a phenomenon which punctuates our daily living in the world today. Media are powerful vehicles of culture, ideology, information and education. To some extent they define people and their cultures. Globalization universalizes some cultural aspects while annihilating others. This results to cultural homogenization, a state whereby Western culture subdues culture from third world nations by exporting of programs, bias in reporting, focusing on negative news, influence through celebrity culture among other aspects. The media play a great role in cultural transmission and influence in and across nations. The developed world media are powerful and their influences transcend space and time. As a result, the impact of the developed world media on some cultural aspects in the developing world is of significance. Media being some of the most powerful agents of change in society have been great catalysts of cultural influence over the decades since the invention of radio and television. The impetus of the impact of influence has been precipitated by the sharing of information in bulks through the internet. Since colonization; developing countries have been unable to fully disentangle themselves from dependence of the West; economically and to some extent culturally. This kind of existence is vividly portrayed by the constructs generated and unleashed through mass media whereby, the West media channels are trendsetters many issues in society. The paper is anchored on critical theory. This paper acknowledges that the cases of cultural influence are many and thus highlights a few. Main focus is on three areas which include: imperialism and dependency, creation of global culture and influence through international media events. The paper foregrounds and advocates for paradigm shift.

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INTERPERSONAL COMMUNICATION CHANNELS' INFLUENCE

ON UPTAKE OF CERVICAL CANCER SCREENING IN UASIN GISHU COUNTY

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Communication is the primary tool for educating people about cancer risks and motivating them to seek out screenings for early detection of cancer. Effectiveness of communication methods used will influence their understanding of their susceptibility to developing the disease and their receptivity to information and in turn, their uptake of screening. This paper seeks to examine how interpersonal communication channels utilized were influential in uptake of cervical cancer screening among women aged 18-65years seeking healthcare services at Moi Teaching and Referral Hospital. Preliminary findings of this study reveal that the government of Kenya disseminates cervical cancer information majorly using the mass media channels. Moi Teaching and Referral Hospital which was the study area mainly communicates through posters. This could partially explain why little has been achieved in terms of uptake. The study revealed that most women preferred receiving heath related information through the health workers, cancer survivors, family and friends. This shows that face to face communication through interpersonal communication channels may be more effective over impersonal forms of communication in disseminating cervical cancer information and in uptake of cervical cancer screening in Kenya.

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Towards Universal Health Care: A review of Kenya's Healthcare system in the era of Big Four Agenda

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This paper explores the universal health coverage (UHC) process in Kenya through the lens of its potential to progressively realize the constitutional right to the highest attainable standard of health, which includes the right to healthcare services. The health sector in Kenya has experienced tremendous changes since the introduction of the Big Four Agenda. In 2018, the government piloted a universal health coverage program me in four counties, where there was abolition of all fees, more than 200 community health units were opened, 7700 community health volunteers and over 700 health workers recruited (MOH, 2020). The government in its efforts to achieve the Big Four Agenda is in the process of scaling up universal health coverage and reforming the national hospital insurance fund and establishing a mandatory universal health coverage scheme. The Universal Health Coverage (UHC) will ensure there is access to healthcare without financial burden. This paper sought to analyze the current context of UHC in Kenya; identify the policy frameworks, and describe the challenges faced in implementation and applicability of the Universal Health care (UHC). The researcher utilized documents analysis to collect the relevant data for this paper. 18 documents informed the relevant data collected for this paper. A purposive literature search was undertaken to identify key policy documents and relevant scholarly articles. A desk review of the literature was undertaken to answer the research objectives. The study found out that Kenya is yet to establish an official policy on UHC that provides a clear mandate on the goals, targets and monitoring and evaluation of performance. A significant majority of Kenyans continue to have limited access to health services as well as limited financial risk protection. However, there is very weak health information systems, and inconsistent reporting mechanisms which has an impact in the implementation of the UHC

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MEDIA, POLITICS AND DEMOCRACY

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Media and politics: Usage of Twitter as a political tool in enhancing democracy.
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Abstract
The advent of digital technology that uses the internet ushered in the new media that revolutionized communication as a whole. However, it led to other digital forms of communication such as social media like Facebook, Twitter, WhatsApp, and email among other uses of internet-enabled communication. The rise in social media users to four billion around the world (Auxier.B.& Anderson M, 2021), has impacted society enormously.

Although Facebook is also a widely used form of social media, scholars like (Robinson. R,2020,) argued that Twitter is among the most used social media sites for political communication. This social media site has substantially impacted political communication and democracy due to its nature and mode of communication. This research paper seeks to analyze, make observations and draw conclusions on why democracy in political communication has proliferated with the usage of social media, Twitter being the case study.

Through the analysis of previous descriptive research done on new media and politics, academic journals, and surveys, this paper tends to conclude that usage of Twitter as a tool for political communication enhances democracy. The problem statement of this research is cardinal to both politics and media since, media is used as an agenda-setting tool in politics to shaping people's way of thinking (De Albuquerque A, 2019) . Once democracy is upraised in media, there is positive progressive social change in the society (Street J, 2010).

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