

INSTITUTE OF SOCIAL COMMUNICATION

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**EFFECTIVENESS OF EDUCATION AND CAREER
MAGAZINES IN GUIDING PRE-UNIVERSITY
STUDENTES IN THEIR DEGREE CHOICES**

Supervisor

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**A Thesis Submitted in Partial Fulfilment of the Requirements of a Degree in
Social Communication**

Nairobi, 2010

STUDENT DECLARATION

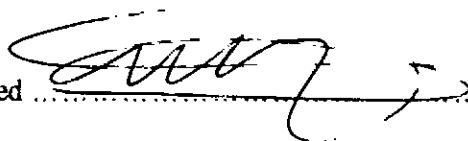
I the undersigned declare that this thesis is my original work, compiled through my own personal readings and scientific research methods, sociological reflection and interpretation of social situation. This study is submitted in partial fulfilment of the requirements for the bachelor's degree in social communication. This study has not been submitted to any other college or university for any academic requirement. All sources of study are mentioned and acknowledged fully.

Signed 

Student's name CHRISTINE-N MBWATO

Date 26th MAY 2010.

This thesis has been submitted for examination with my approval as college supervisor

Signed 

Name of supervisor Ft Narciso Cellan, SVB

Date 27 May 2010

DEDICATIONS

I dedicate my work to God who gave me the strength, knowledge and motivation to make it through this study. My parents Mr and Mrs Mbwayo who provided me with the necessary support to see me through the entire project.

A special dedication goes to my mother a PhD. candidate in Clinical Psychology for her guidance, wisdom and motivation without which I could not have made it this far. May this work give you motivation and strength to complete your studies and research.

To my siblings Tony and Liz, thank you for your enduring support.

"Listen to advice and accept instruction, that you may gain wisdom for the future."

Prov; 19:20

ACKNOWLEDGEMENT

I thank you Lord for the strength and health you have given me throughout my work and education. I sincerely appreciate Fr. Narciso Cellan my supervisor for the wisdom, guidance and knowledge he has imparted to me.

I thank my beloved family for the faith and values they accorded to me.

I thank my friends who generously offered me advice and helped me in making my project to what it is. May you all be blessed.

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GENERAL INTRODUCTION

Introduction (background of the study)

The path to one's career is more often a long journey that begins to take shape over the years. Psychologists have used various theories to explain the process of degree choices that consequently lead to careers. The individual develops degree choices through a series of stages that evolve from fantasy to reality. This means that at the lower stages of one's development, career choices were formed as a result of admiration and fantasies without consideration of the qualifications and demands of that career. Later on over the years, the individual reconciles with the reality that the factors attached with careers need to be considered before a decision is made. Some individuals enrol for degree courses long after they realise that they are not satisfied with the degree they had pursued years back. This is because the prediction of career choices and the guidance towards rewarding occupations is a complex undertaking.¹

The media has been an influential source of career and degree information. The presence of a positive media model in certain occupations can greatly increase the numbers of those entering that profession.² This ascertains that the media is a powerful tool that if used positively, can inform and guide individuals into the ideal degree and consequently career that maximises their talents and capabilities. The need for an informative avenue in the media on careers is crucial as the identity of

¹ J. A. Simons, S. Kalichman and W. Santrock; *Human Adjustment*, pg. 251.

² R.H. Jackson; *A cognitive Psychology of Mass Communication*, pg. 85.

an individual partly comprises of their need to be recognised and praised through a career in which they can gain emotional fulfilment.

Pre University and university youths greatly depend on the media for their lifestyle choices. The existence of an education and career magazine that focuses on issues and information on careers will be an effective tool in reaching the youths and guiding them in their career path. As every journey continues with steps so does the career journey continue with the enrolment into a degree program. The rationale of the project is to find the effectiveness of career magazines in guiding the youth to make the right degree choices.

Statement of the problem

Information on careers has been touched lightly by the media in the form of career magazines. This has led to limited information; hence, the inability to properly guide an individual into the appropriate degree to pursue based on their talents and abilities. Disinformation and myth information about certain careers by the media has led some individuals into degrees that they would not have pursued had they been accurately informed of the realities. However, the promotion of a positive media in the form of a magazine can guide pre university students into the right degree course. This is because pre university youths are in the process of deciding on the degree to pursue. Unfortunately, career magazines are limited in the market and the most accessible ones are pullouts in the mainstream newspapers, like the *Jobs and Careers* in the Friday Standard and *Jobs* in the Daily Nation. Due to

inadequate and inextensive research done by individuals on careers which they may spend many years undertaking the dependence on the media is thereby crucial.

Objectives of the study

This study aims at the following objectives:

1. To find out the access of magazines to university students.
2. To determine if magazines have helped university students in making degree choices.
3. To know what university students want to have in a magazine which can help pre university students decide on what degree to take.
4. To analyse the content of the magazines which students read.

Limitations of the study

The research is limited to university students within Nairobi. The research scope was narrowed to university students as they will be more helpful in giving ideas on how the magazines should be designed to be more helpful on degree courses. The findings from the research will be accurate. The study is also limited to Education and Career magazines which the students have the most access to. This is because they are popular and they will be used as a guide in proposing the production of a suitable and informative career magazine that has the students as the target audience.

Structure of the study

The introduction gives a preview of the research paper by giving an overview of the background of the study, statement of the problem, objectives of the study, its limitations and structure. It also includes the definition of common terms that will be used in the paper.

Chapter one describes degree choices and how people are influenced to make the choices. The literature review in this chapter incorporates the background information on the youth and universities in the country. It includes the characteristics of magazines, analysis of magazines accessible to the respondents present in the local market and their comparison to some of the popular western career magazines. The sociological analysis on degree and career choices is also discussed in this chapter.

Chapter two will deal with the in-depth evaluation of the scientific findings. Both the qualitative and quantitative methods of research are used. It highlights the findings of the research which includes results from the questionnaires and interviews. It also includes the interpretation of the findings against the background of the communication theories.

Chapter three shall deal with a communication strategy, proposal and the implementation of the project. I have come up with a project that includes the production of a career magazine that will be used to disseminate information on career choices that will guide the student youth to choose the right degree to pursue.

Definition of Terms

Mass media

It is a medium used to inform, entertain, gather and educate the masses. It comprises of the print, broadcast and online media.³

Career

It is the vocational choice that one pursues to study in university or college or any other institution of higher learning with an aim to make a living from it.

Degree

It is the academic level awarded by an institution of higher learning after the successful completion of a program of study. In this study it refers to any academic level such as diploma, Post degree, masters, and doctoral programs.

Pre University students

These are students who have yet to join universities and other institutions of higher learning. In this paper they include high school students and those who have finished their high school studies.

Magazine

It is a form of print publication that is produced regularly such as weekly, monthly and others to suit a particular segment of the society.

Pullout magazine

It is an insertion within a newspaper or magazine that is removable.

³ Communication Policies and Globalization class notes, 2nd February 2010.

Online Magazine

It is a magazine that is published via the internet.

CHAPTER 1

1.0: Introduction

One of the most important choices an individual faces is their vocational and career choice. This decision takes years of preparation to achieve it and work on it. The choice of a career has been said to begin even at the tender age of five. Scientific studies, schools of thought and theories have shown that one can develop and show their talents and capabilities at a tender age.

Popular theories on career choice are the Ginzberg's Compromise with Reality Theory and the Holland's Occupational Environment Theory. According to Eli Ginzberg (1988), vocational choice is a developmental process that occurs over a long period of time.⁴ He classified the thought process into a series of sub decisions and stages. The first stage is the *fantasy stage* where one disregards realistic considerations; the second stage, the *tentative stage* where choices are based on interests, career rewards and the *realistic stage*, which is the final stage whereby the individual involves intensive search to gain greater knowledge and understanding of the career options.⁵ Holland's Theory classifies people into six personality types namely: *realistic, intellectual, social, conventional, enterprising* and *artistic*.⁶ John Holland further argued that even though personality more often influences vocational choice, people may stay in careers which do not match with their

⁴ F. P. Rice and K. G Dolgin, *The Adolescent; Development, Relationships and Culture*, pg 383

⁵ F. P. Rice and K. G Dolgin, *The Adolescent; Development, Relationships and Culture*, pg 383

⁶ F. P. Rice and K. G Dolgin, *The Adolescent; Development, Relationships and Culture*, pg 405

personality.⁷ In some countries like Japan the talents of children once identified are developed and moulded into careers that take years of training.

In the previous research paper (long essay) on how the print media influences the university youths in their career choices the researcher found that the print media was a major influencer in their career decisions. The framework of articles, advertisements and the presentation of ideologies contributed to career stereotyping and enrolment. In this paper the researcher seeks to find the elements of career magazines and their effectiveness in disseminating information to the youths with the hope of encouraging them to pursue the right degree choice and eventual career.

Universities, Colleges, and other Institutions of higher learning are the doorways to a career path based on the degree choices an individual makes. Some of the choices of the degree to pursue differ with the intelligence of the individual, job opportunities, interests and talent and affordability of the tuition fees. A person's identity is defined by the career they pursue; therefore, considerable thought and research of information should be undertaken before decisions are made. The risk of pursuing a degree that one did not intend of taking can lead to a sense of unfulfilment, lack of purpose and underachievement.

The power of the media on the dissemination of information that leads to change of thoughts and ideas has been felt in many spheres within the society. One

⁷ F. P. Rice and K. G Dolgin, *The Adolescent; Development, Relationships and Culture*, pg 405

cannot avoid the impact of communication on his/her identity.⁸ The impact of the media on the youth is greatly felt because the youth are major consumers of the media. Information on careers and degrees presented by the media has the power to influence the youth into pursuing some degrees instead of others. The elements and the design of pullout magazines have the power to persuade its audience to enrol for a particular degree due to appeal.

1.1 Statistics

Kenya has roughly a population of 35 million people, seven million of whom are the youth. It has a literacy rate of 78.1 percent making it among the highest in Africa. It has four daily newspapers in English and one in Kiswahili with a combined daily circulation rate of about 400,000.⁹

According to the Commission for Higher Education Kenya, there are seven public universities in Kenya, namely: Nairobi University, Kenyatta University, Egerton University, Moi University, Jomo Kenyatta University of Agriculture and Technology (JKUAT), Maseno University and Masinde Muliro University of Science and Technology.

There are 19 private universities comprising of 11 chartered and seven with letters of interim authority, and one registered university whose programs have been accredited by the Commission for Higher Education.

⁸ J Cohen, *Communication Criticism: Developing Your Critical Power*

⁹ www.pressreference.com accessed on Thursday, October 8th 2009.

In 2008, more than 16,000 students were selected to join public universities.¹⁰ This is a low figure compared to the 72,000 students who attained the minimum university cut off grade. This means that many students will join other institutions of higher learning including private universities due to the limited available slots in the public universities and others will end up unable to study further. According to the Steadman report, three out of ten youths are unemployed.¹¹ This is a high number of unemployed youths who may decide to look for alternative employment which may be both positive such as entrepreneurship and negative which will lead to decadent behaviour.

1.2 Youth and Careers

The youth constitute the largest population group in the country. The Steadman Group in conjunction with the Research Club of Kenya did a research on the careers secondary school students wanted to pursue during February and March 2009.¹²

According to the research findings in the graph below, majority of the students wished to pursue careers that are highly regarded as successful in the society. Musicians, pharmacists and teachers were among the least favourite careers that students did not want to pursue. In the previous research, the researcher found that the print media was the most influential on the private university student's

¹⁰ Daily Nation, posted on Friday, March 6 2009

¹¹ The Steadman Group, *Where are the D's and E's?*, published on July 2009

¹² accessed on Wednesday 6th January 2010

career choices. The findings also suggested that the top most desired careers were medicine, engineering, actuarial science and law. The media was partly to blame for their role in glamorisation of careers. The other reason was the socialization of the society whereby the students were brought up labelling these careers as prestigious. This socialization was however promoted by the same media outlets.

The table below shows their findings.

Secondary School Students and what they Want to Pursue as Professional Careers

The media has become more accessible to the youth. Nowhere is the impact of the mass media on the youth felt as strongly as in the lives of the young people.¹³

¹³ P Gonslaves, *Excercises in Media Education*, pg 187

One cannot deny the role of the media on the propagating the culture and ideas of the youth. The media promotes the same ideas and beliefs which are then propagated by the youth in their choices including those of the degrees they pursue.

1.3: Magazines

1.3.1: The Beginning of Magazines

In England the first two magazine publications were the *Tatler* (1709) which was published by Steele and the *Spectator*, (1711) which was published by Joseph Addison.¹⁴ These magazines had more content on entertainment as opposed to news.

The magazine industry in America begun in Philadelphia in 1741 saw the emergence of Benjamin Franklin and Andrew Bradford competing against each other to become the first magazine publishers in their country.¹⁵ On Feb 13 1741, the American Magazine, published by Bradford was released and three days later the General Magazine published by Franklin also came out.¹⁶

In the 1800's the magazine industry revolutionized from just including content that was largely political. Their content expanded to include other spheres of the society such as women's issues, literature and the arts.

1.3.2: Magazines in Kenya

Magazines in the country are numerous and diverse. They come in different types to suit particular audiences. The types of magazines include gender based,

¹⁴ T, Lauder. "Magazine Industry, History Of", April 29 2010.

¹⁵ S Biagi, Media Impact: *An Introduction to Mass Media*; pg 72

¹⁶ S Biagi, Media Impact: *An Introduction to Mass Media*; pg 72

professional magazines, lifestyle magazines, religious magazines among many others. “Magazines reflect the surrounding culture and the characteristics of the society therefore as the reader’s needs and lifestyle changes, so do the magazines.”¹⁷ Magazines in Kenya are published to cater to the taste of particular segments of the society and promote a particular lifestyle to the target audience.

Among the first magazines in the country to be published was the *Weekly Review*, a news magazine which was founded by Hillary Ngweno in the 1970’s.¹⁸ Other magazines such as *Finance* by Njehu Gatabaki, *Nairobi Law Monthly* by Gitobu Imanyara, *Society* by Pius Nyamora and *Financial Review* by Peter Kareithi were later published to compete with the *Weekly Review*.¹⁹

As of 2004, the total number of magazines in the country was 60 with about four of them with a significant national circulation. Most of these magazines have a limited circulation and distribution areas and are expensive, hence the target audience reached is restricted.

1.3.3: Types of Magazines

Magazines can be classified into many categories but the main types are three,

¹⁷ S Biagi, *Media Impact: An Introduction to Mass Media*, pg 72

¹⁸ [http://multimedia.marsgroupkenya.org/African Media Have come a Long way/](http://multimedia.marsgroupkenya.org/African%20Media%20Have%20come%20a%20Long%20way/)accessed on Tuesday 16th March, 2010

¹⁹ [http://multimedia.marsgroupkenya.org/African Media Have come a Long way/](http://multimedia.marsgroupkenya.org/African%20Media%20Have%20come%20a%20Long%20way/)accessed on Tuesday 16th March, 2010

- (1) Consumer publications,
- (2) Trade and technical publications and professional publications
- (3) Company magazines.²⁰

The first types are magazines sold by subscription at various stores while the second ones are read by people to learn more about their businesses and trade.²¹ The third types are created by the companies targeting their clients, employees and stakeholders.

1.4: Structure of Career Magazines and Its influence on Degree choices

The presence of a positive media model in certain occupations can greatly increase the number of those entering that profession.²² The positive portrayal of some university degree courses through positive coverage and media glamorisation can manipulate some youths to pursue it without weighing the reality and the situation in the job market structure. Careers that seem to have more job opportunities and are prestigious as presented in the magazines could have a higher enrolment of students pursuing their degree courses as opposed to those that receive negligible positive coverage or any exposure.

The trend of magazines with information on careers and degree choices is to narrow down their content to target a particular career type and choice such as

²⁰ S Biagi, *Media Impact: An Introduction to Mass Media*; pg 77

²² R. H. Jackson, *A Cognitive Psychology of Mass Communication*, pg 85

engineering, agriculture, medicine, business among others will each have their own magazines. This may compel the consumer to constrict their choice to an exclusive career and gather information on it as opposed to gain knowledge from a vast range of careers hence broaden their choices.

1.4.1: Content

The content in career magazines is the most imperative element that may attract the audience and retain their interest in the magazine. In the case of magazines that carry information on careers that target both people who have already embarked on certain career paths and those who are yet to make a choice on the career to pursue, the content varies. Some articles are written about jobs and how they fair in the market, while others feature on people talking about the career they are in.

The portrayal of degrees either positively or negatively has the power to impinge on the perception of that degree hence influencing the youth either directly or indirectly to pursue or not to pursue the degree. In direct influence, a student may read a distorted version of a degree and that consequently leads to an immediate distorted impression of the degree. According to Lazarsfield, the mass media mediated message would flow in two steps whereby the opinion leaders in the community would spread the message to dependent individuals in their immediate surroundings.²³ Therefore, indirectly, the content may influence peers and parents

²³ S. W. Littlejohn, K. A. Foss, *Encyclopedia of Communication Theory*, pg 65

who in turn influence their other peers and children on the degrees which they read of from the media.

1.4.2: Advertisements

Advertising is the art of selling products, services or ideas with an aim to woe the viewer or reader to buy the idea, product or service. It is any form of paid non personal presentation and the promotion of ideas, goods or services by an identified sponsor.²⁴ The advertising sector in the country rakes in billions of shillings in advertisements that run across the different types of media. This asserts the high demand and competition for consumers from the advertisers. In Kenya, magazines on careers in both daily newspapers, an average of two pages is filled with advertisements primarily for job opportunities or supplements from universities showcasing the courses they offer. In magazines, advertisements are also major features on the pages. With years, the advertisements have increasingly been in competition with the content and are almost reaching the same level which was not the case however when magazines begun. The earlier forms of magazines were however expensive as they did not carry advertisements hence their circulation was low.²⁵

Hopeful employers place their advertisements to announce the career and job opportunities available and at the same time brand stamp their company to the audience to keep them familiar to their audience. According to an article in the Daily

²⁴ P Katter, *Marketing Management*, pg 590

²⁵ S Biagi, *Media Impact: An Introduction to Mass Media*; pg 72

Nation which states that, Every day, mostly Fridays, thousands of hopefuls rush to pick their newspapers with the hope of finding an advertisement for a job that would suit their qualifications,²⁶ it is evident that an increasing number of people are turning to the papers and magazines to look at advertisements. This cements the importance of advertisements and their constant competition with articles which poses as a challenge for editors in today's world. In Kenya, advertisements carried on university degree choices and their qualifications are popular. This is because they are almost advertised daily and in different segments of the daily papers and magazines which can be very costly. Advertisements on job opportunities may feature one career repeatedly which gives the impression that the career is more popular and marketable than others hence misguiding the youths to pursue it.

1.5: Comparison between Kenyan Career Magazines and International Career Magazines

In Kenya, very a small number of career magazines are available and accessible to the market. The most popular career magazines are pullout magazines carried in the two major daily newspapers namely the East African Standard and the Daily Nation. In *Jobs and Careers* a pullout magazine from the Friday Standard, the content is barely more than five pages and yet the same pages are dominated by advertisements. Topics in the magazine are varied and they tackle different career issues. However the majority of the content targets working class people who have already chosen the careers they are in with topics on how to get a promotion, job

²⁶ Daily Nation on Tuesday March 16th, 2010.

market shifts and advice on promotions. Other issues affecting both local and international universities are tackled with the feature of advertisements on job vacancies which are more profound than information.

The Higher Education Bulletin, a magazine from the Education Media is a monthly publication that provides information both for parents and students on education opportunities within East Africa and overseas.²⁷ It tackles issues such as degree courses in universities, career opportunities, financial aid available to students, entry qualifications of admission to various courses among others. It is not largely accessible hence it is not popular in the market.

In Singapore, the leading career information magazine is Career Central which provides information about the latest career trends, available job opportunities, market and industry analyses and advice on work life management.²⁸ It targets students, fresh graduates from universities and other institutions of higher learning

The magazines from these western countries and the local ones from Kenya have some similar content but the marketing strategy used by the western magazines is aggressive and expansive as their magazines have online versions which can be found in their websites. The most accessible career magazines which are the pullouts from the newspapers do not have independent online versions despite the youth being heavy consumers of the internet.

²⁷ , accessed on Monday, January, 11th 2010

²⁸ accessed on Monday January, 11th 2010

The western magazines also have more content on careers hence more information while the local magazines do not have a lot of information. The layout of the local magazines is dull and the use of colour and graphics is minimal as opposed to the western magazines which have vibrant graphics which make the overall layout of the magazines appealing to their target audience who are the student youth.

1.6: Career Stereotypes

The following is an extract from the Friday Standard newspaper magazine on Jobs and careers published on 30/10/2009:

Although Tim, a form four leaver, wanted to be a journalist, his father insisted he pursue medicine. "There is no money or reputation in journalism," his father said.

Reluctantly, the young man did what his father wanted, until he completed his studies. He then confronted his father:

"Here is your certificate, now I can pursue what I always wanted," he said. Despite protests from family and friends, the young man followed his dream.²⁹

This is a common scenario showcasing how the youth can be misguided to pursue a degree they did not want by parents who are one of the major career influencers. The effects of pursuing the degree one did not want can consequently lead to underperformance, frustration, despise and a sense of no purpose in life.

Stereotypes are reinforced by ideologies which promote dominance and power. Degrees which seem more dominant and powerful tend to be held in higher esteem by the society. For a long time people who pursued medicine as a career

²⁹ Standard Newspaper, Friday 30th October, 2009

were seen to be higher achievers than those who pursued nursing despite them working in the same field.

Career stereotypes have also brought about a disparity between genders. According to gender codes, maleness equals action, suggesting decisiveness while femaleness is associated with mystery that is suggestive of a secret, victimized past.³⁰ The gender codes were reflected in career choices whereby men for a long time held top positions that required tough decision making processes while women were subordinates. Despite the shift of perceptions of career positions which now allow women to hold top positions, many organizations still have the more men in these positions. The society expects men to be leaders and pursue careers that were more prestigious and powerful such as engineering, surgery, law while women on the other hand are expected to pursue careers that are of a nurturing nature such as teaching, cooking, nursing among others. The stereotypes in careers and gender are evident in the labelling of men and women who pursue the same career. To this day some careers still have gender-biased labels that reflect the past more accurately than the present where they are still used to describe both male and gender such as nurse.³¹

1.7: Conclusion

The average magazine reader includes a high school student, university student and university graduate. Career Magazines that target the youth have a huge

³⁰ J Watson, *Media Communication: An Introduction to Theory and Process*, pg 191

³¹ www.ntoalaska.org/ Gender Equity Activity Book, accessed on Thursday, January 14th 2010

potential and role to play in informing the youth on career opportunities in the country and abroad. The print media is highly influential in guiding youths to pursue a particular career while leaving out others. It is evident each year that the number of youths joining universities and other institutions of higher learning keeps increasing; therefore, enrolling in degree courses becomes highly competitive. There is a need for effective and informative magazines to assist these youths in choosing the right careers for themselves.

CHAPTER 2

2.0: Introduction

In this chapter, I have carried out a research using both qualitative and quantitative research methods. In qualitative, I carried out a focus group discussion with an aim of finding out how to produce career magazines that are more informative and appealing to the youth. In quantitative research, I distributed a total of 150 questionnaires between university students in both Jomo Kenyatta University of Agriculture and Technology in Karen and the Catholic University of Eastern Africa. However, only 132 questionnaires were obtained from the 150 distributed.

2.0.1: Objectives of the Study

The objectives of this study were the following:

1. To find out the access of university students to magazines.
2. To determine if magazines have helped university students in making their degree choices.
3. To know what university students want to have in a magazine which can help pre university students decide on what degree choice to take.
4. To analyse the content of the magazines which students read.

2.0.2: Hypotheses

This study rested on the following hypothesis:

1. Magazines influence the university students in their degree and consequent career choices.

2. The students have limited access to Education and Career magazines hence limited information on careers.

2.0.3: Sampling Criterion

The sampling criterion was judgemental as it was based solely on students in both the Jomo Kenyatta University of Agriculture and Technology and the Catholic University of Eastern Africa in Karen. The distribution of questionnaires was random as I did not discriminate on the age or the gender of the respondents. The only prerequisite to the study was that they had to be university students.

2.0.4: Data Analysis

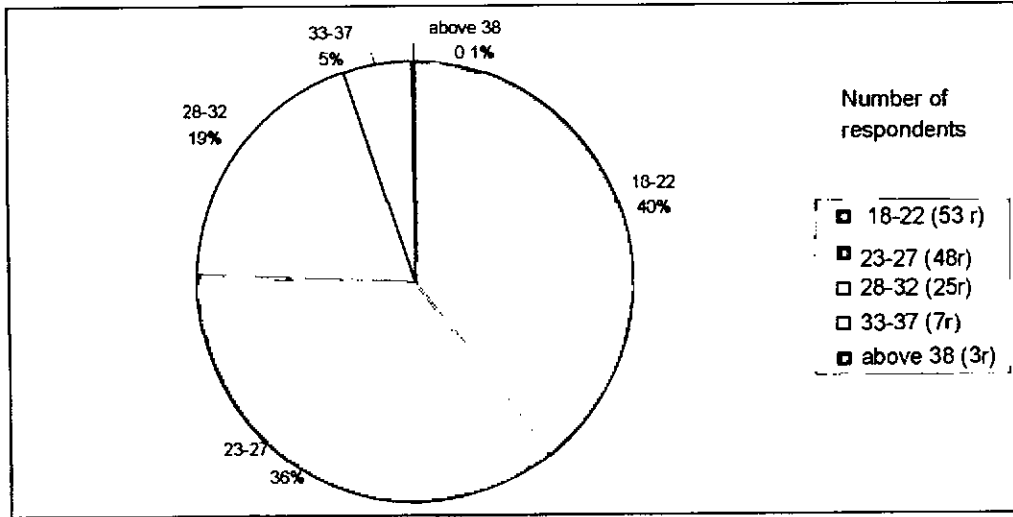
The questionnaires were entered and analysed through a computer program referred to as Statistical Package for Social Sciences (SPSS). The data is descriptive and is presented using bar graphs, pie charts and cross tabulation.

2.1: Profile of the Respondents

2.1.1: Age

From figure one shows that the majority of the respondents, thirty nine percent were aged between 18-22 and thirty six percent were aged between 23-27. Nineteen percent were aged between 28-32, while five percent were between the ages of 33-37 and three percent were aged above 38 years.

Figure 1: Age of the Respondents

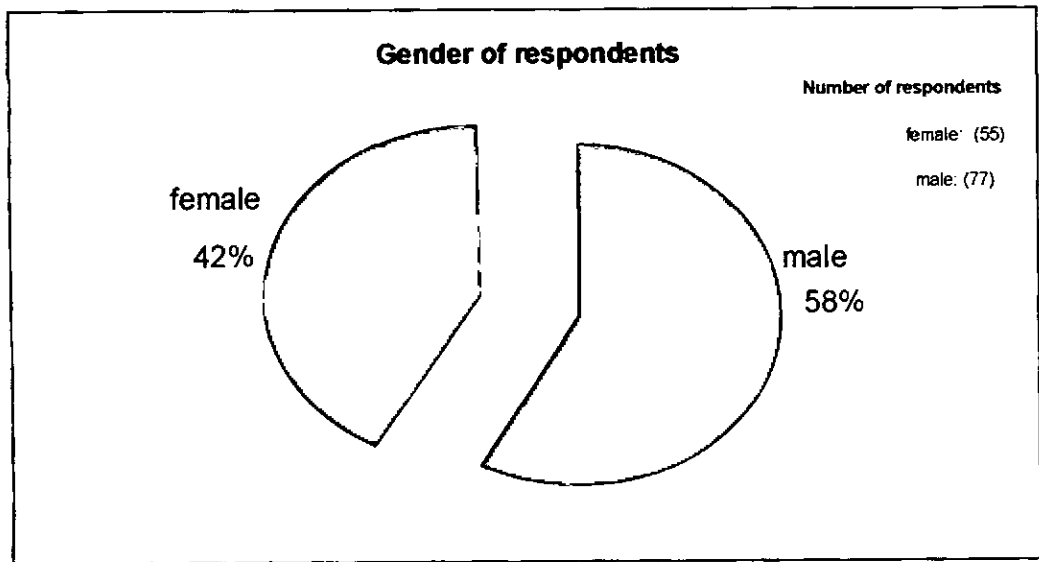


This indicates that the conclusions derived from the research are mainly influenced by university students between the ages of 18-27. The data obtained from the students above 38 years old can be used for data interpretation but is not enough to draw concrete conclusions.

2.1.2 Gender

Figure two shows that the majority of the respondents were female who comprised of fifty eight percent while the male were forty two percent. The female gender from these findings influenced the conclusions of the data more than the male gender. The male will contribute enough data to draw concrete conclusions.

Figure 2: Distribution by gender



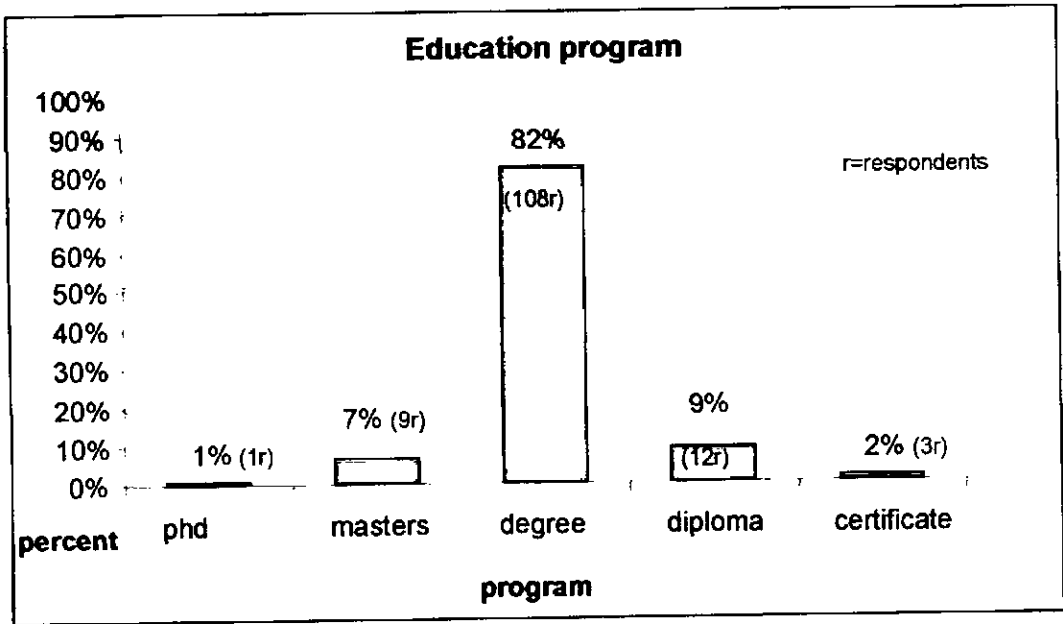
2.1.3: Education

Figure 3: Distribution by Education

According to figure three, eighty one percent of the respondents were enrolled in degree courses while nine percent were enrolled in diploma courses. Six percent were enrolled in masters programs while one percent were enrolled in certificate programs.

The number of respondents who were enrolled in doctorate programs were below 1% therefore the data obtained from them will not be enough to draw concrete conclusions.

The findings in figure 3 indicate that majority of the respondents are educated as they are pursuing degree programs.

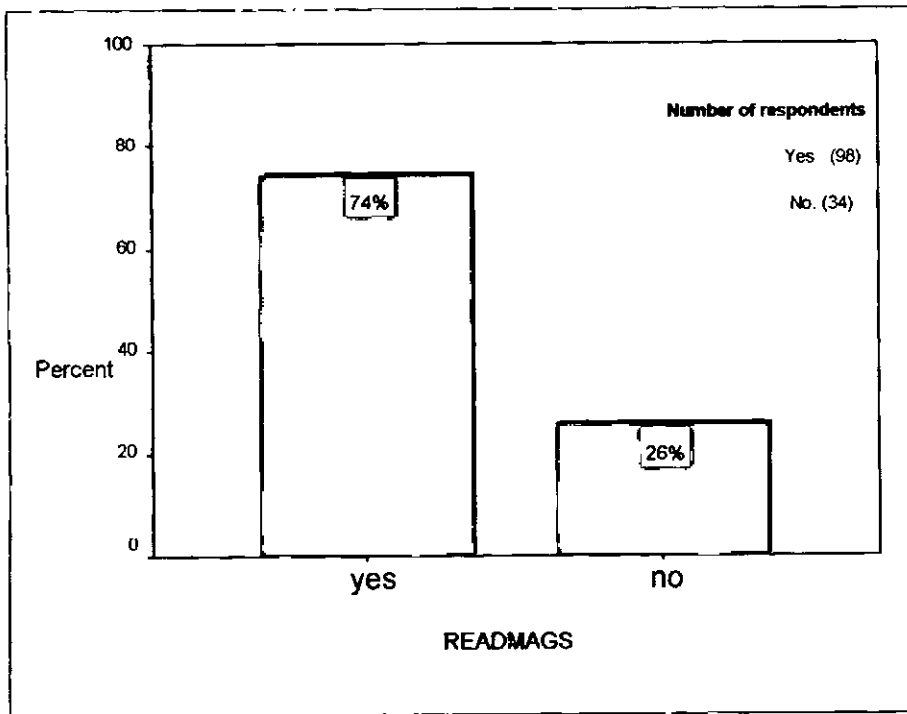


2.2: Magazines

Figure four below, shows that seventy four percent of the respondents who were the majority frequently read magazines while 26% do not. Upon further research the respondents who frequently read magazines were required to list them in which there was a consistency of the type of magazines read by the respondents.

Majority of the respondents, seventy four percent, frequently read magazines. However, twenty six percent of the respondents do not frequently read magazines.

Figure 4: Frequency of reading Magazines



The most commonly read magazines include Drum, True Love, Adam, Ebony, Cosmopolitan, African Woman and FHM (For Him Magazine).

2.2.1: Magazines and Career Information

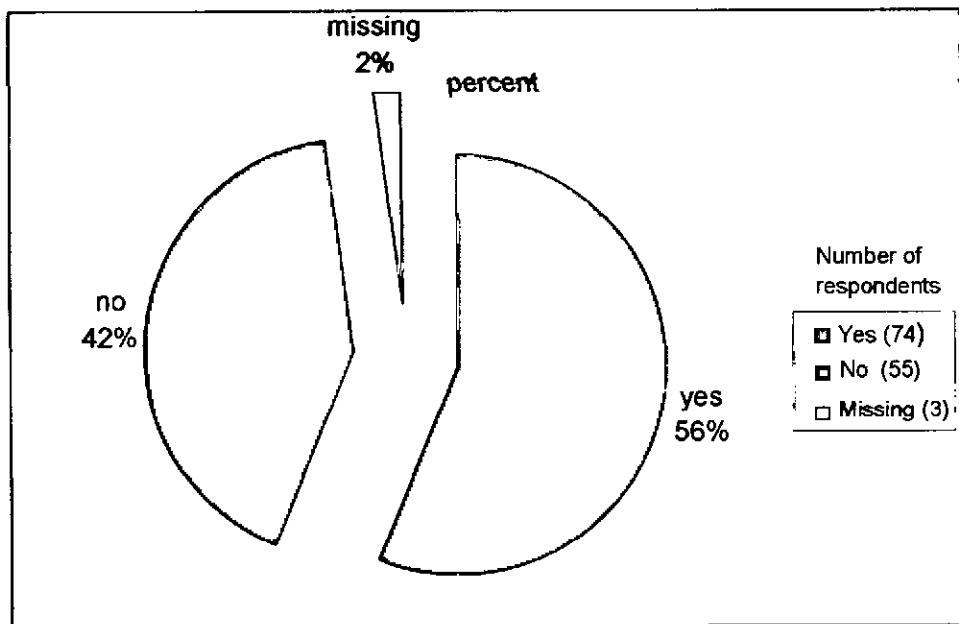


Figure 5: Effectiveness of the frequently read magazines on carrying information on degree/career choice

According to figure five above, more than half of the respondents, (56.1%) reported that the magazines they frequently read had information on degree and career choices. About less than half of the respondents, (42.4%) reported that they the magazines they frequently read did not carry any information on the degree or career choices.

This however indicates that there is a need for increased content and information on careers. As career choice is an important aspect of any individual's life, there is this need to have adequate information to guide a person into choosing the right degree to pursue and career path to follow.

2.2.2: Magazines and the degree choices

According to figure six, majority of the respondents (57.6%), felt that the magazines they read helped them in making their degree choices. Conversely the minority (42.4%) did not feel the magazines helped them. These findings indicate that the magazines have been helpful in the degree and career making choices of most of the respondents; hence, strengthening further the power of information and the influence of magazines on the respondents.

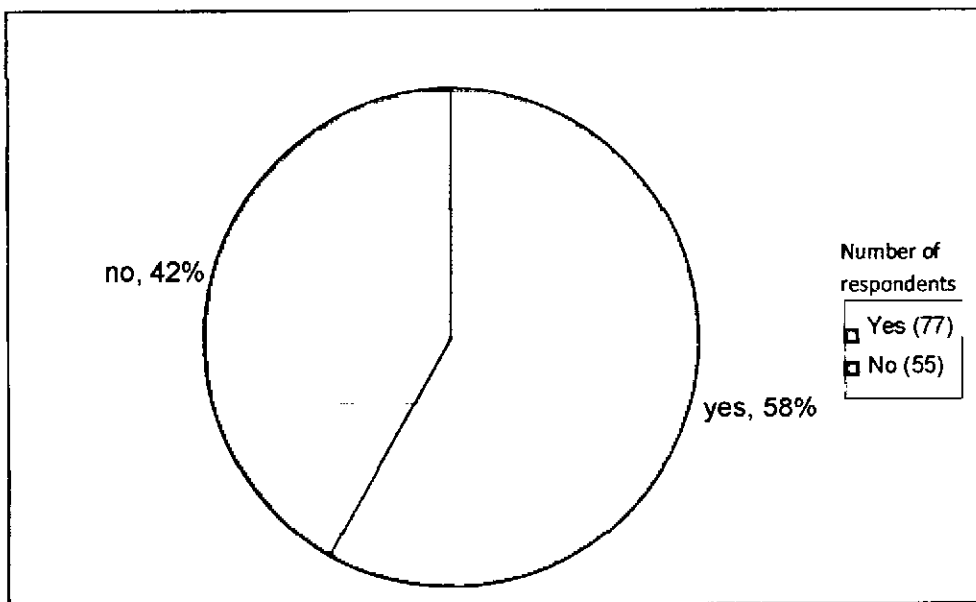
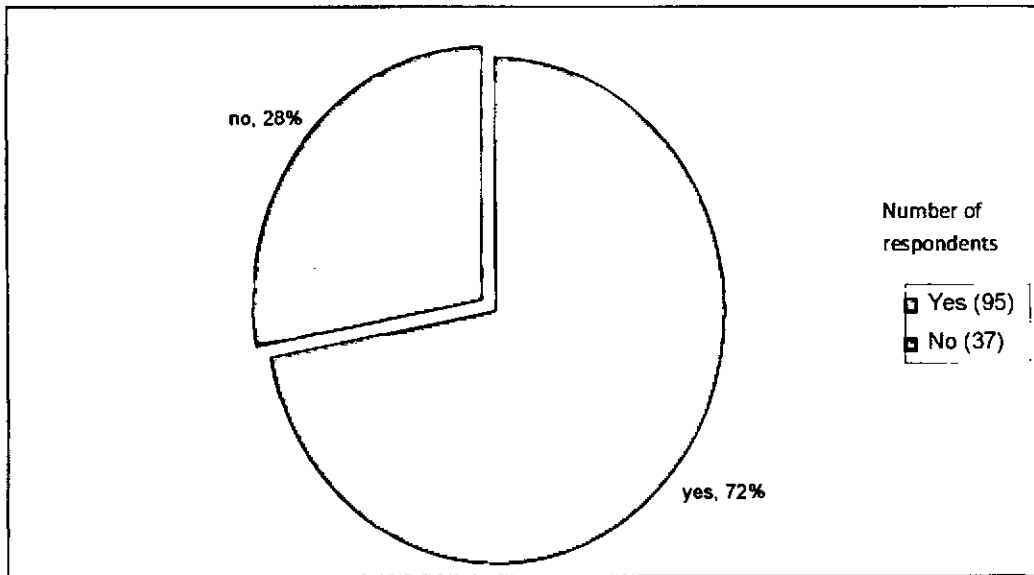


Figure 6: Helpfulness of the magazines in career and degree choices

2.2.3: Accessibility of Career Magazines

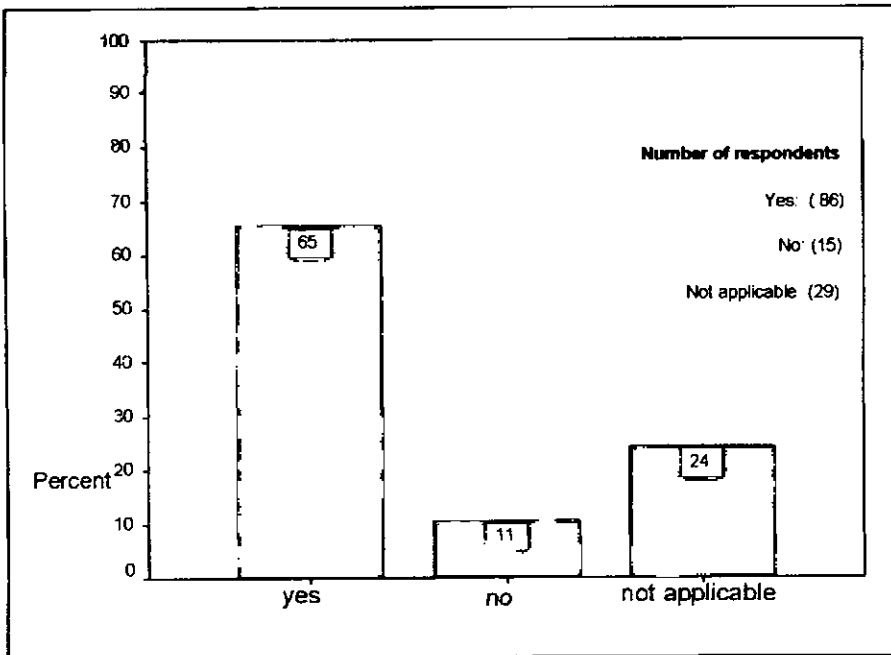
Figure 7: Distribution of reading education and career magazines



As shown in figure 7, a large percentage of the respondents, 72% have read an education and career magazine. Majority of these respondents named the Friday Standard Jobs and Careers and the Daily Nation's Jobs as the most commonly read magazines among them. This is due to the high accessibility and frequency of issues of these pullout magazines, taking a free ride from the two mainstream mother newspapers and are produced on a weekly basis. However twenty eight percent of the respondents have never read an education and career magazine.

2.2.4: Usefulness of Career Magazines

Figure 8: Frequency on the usefulness of the information carried by the education and career magazines in making degree choices



From the findings in figure 8, sixty five percent of the respondents found the information carried by the Education and Career magazines useful in making degree choices. They reported that the useful information from the magazines included experiences from people in different careers, information about different careers, the available jobs and trends in the job market.

Eleven percent of the respondents did not find the information useful as some were already set on the degree they were to pursue due perhaps to other influences such as parents. Others felt that the magazines concentrate more on the advertisements of jobs and universities rather than the content, and their articles do not concentrate on the students rather than the successful people whom the students cannot relate to.

Twenty four percent of the respondents did not find the information applicable as they had previously indicated, and that they had never read an education and career magazine.³²

2.3 Age and the frequency of reading magazines

Cross tab 1: Age of the respondents * Frequency of Reading Magazines.

		AGE * READMAGS Crosstabulation				
Count		READMAGS				
		Yes		No		
		no.	%	no.	%	Total
AGE	18-22	40	79%	11	21%	51
	23-27	31	66%	16	34%	47
	28-32	19	76%	6	24%	25
	33-37	5	83.4%	1	6.6%	6
	above 38	3	100%	-	-	3
Total		98	-	34	-	132

According to Cross tab 1, Respondents between the ages of 18-22 had a high readership percentage of 79%. This indicates that they are avid magazine readers and therefore are more receptive towards the magazine industry. This indicates that the average magazine reader is a college student and high school graduate.

From the information on the cross tab 1, magazine readership reduces with age as the youngest age gap, 18-22 are the most frequent readers with the frequency

³² * refers to 'against'

of readership reducing with the increase of age. This shows that the average magazine reader is a high school graduate and a college student. However the respondents above 38 years all frequently read magazines. This is because they had the highest percentage of magazine readers, 100%, indicating that they like to keep abreast with issues through reading.

2.3.1: Age and the frequency of reading career magazines

Cross tab 2: Age of the respondents * Frequency of reading Education and Career Magazines

AGE * READMAG Crosstabulation						
Count		READMAG				Total
		yes		no		
AGE		no.	%	no.	%	
18-22		38	75%	13	25%	51
23-27		32	68%	15	32%	47
28-32		21	84%	4	16%	25
33-37		1	17%	5	83%	6
above 38		3	100%	-	-	3
Total				95	37	132

According to cross tab 2, the respondents who read education and career magazines are the oldest age group of above 38 years. This could be because they like to be informed.

The most common education and career magazines read by the respondents are two pullout magazines from the daily mainstream media, Jobs and Careers from

the Friday Standard and Jobs from the Daily Nation. This is because they are easily accessible and generalization of their content. They address a general audience from all careers as opposed to particular ones.

The other few magazines listed were career specific such as Business Weekly, Educational Leadership, CPA, The Accountant and Agritech. These findings indicate the small number of a popular and accessible general education and career magazine among the respondents.

2.4: Gender and the frequency of reading magazines

Cross tab 3: Gender of the respondents * Frequency of reading Magazines

According to the comparison of findings from cross tab 3, seventy five percent of the female gender often reads a magazine which is similar to the male gender, majority of whom, 73%, also frequently read magazines.

GENDER * READMAGS Crosstabulation						
Count		READMAGS				Total
		Yes		No		
		no.	%	no.	%	
GENDER	female	58	75%	19	25%	77
	male	40	73%	15	27%	55
Total		98	-	34	-	132

When asked further the type of magazines they read, it was evident that the two genders preferred to read magazines that were targeting their own genders.

2.4.1: Gender and the frequency of reading career magazines

Cross tab 4: Gender of the respondents * Frequency of Reading Education and Career Magazines.

According to the findings from cross tab 4, both genders had more people who have read an education and career magazine. Therefore more information will be acquired on education and career magazines from the respondents who have read these types of magazines.

Cross tab 4:

GENDER * READMAG Crosstabulation						
Count		READMAG				Total
		Yes		No		
GENDER		no.	%	no.	%	
	female	53	69%	24	31%	77
	male	42	76%	13	24%	55
	Total	95	-	37	-	132

2.4.2: Respondents and the helpfulness of the information from the career magazines

Cross tab 5: Number of respondents who have read an Education and Career magazine * Helpfulness of the information from the frequently read Education and Career magazines.

From the Cross tab 5, the majority of the respondents (81) have read an education and career magazine and have found the information from the magazine useful.

READ CAREER MAGAZINES * USEFUL INFORMATION FROM THE MAGAZINES <i>Crosstabulation</i>								
Count		USFLINFO						Total
		Yes		No		not applicable		
		no.	%	no.	%	no.	%	
READMAG	yes	81	85%	12	13%	2	2%	95
	no	5	14%	2	5%	30	81%	37
Total		86	-	14	-	32	-	132

This is because they felt that the content gave them the experiences of a person in the same career, information on the degree choices and the universities offering them, explained different careers and they gave the requirements of the careers.

Nevertheless after sampling the responses from those who felt that the information from the education and career magazines they read was not helpful (12) reported that the articles lacked reliability and genuineness as the articles were misleading, and they concentrated more on advertisements rather than content and none of the useful information included the realities in the aspect of challenges faced, rewards and benefits and some of the information one could not relate to it especially the success pieces as the content was formal.

2.5: Focus Group Discussion

The researcher carried out the focus group discussion with six respondents each from both the Jomo Kenyatta University of Agriculture and Technology in

Karen and the Catholic University of Eastern Africa. The researcher gave the respondents a copy of the most accessible and widely read education magazines from both the Friday Nation's Jobs, and the Friday East African Standard's, Jobs and Careers.

2.5.1: Questions for Discussion

The objectives of the focus group discussion were:

1. What was the Main composition of the content of the magazines?
2. Was the content informative and helpful in guiding youths in choosing their degree choices?
3. Was access to an informative career and education magazine able to guide pre-university youths in making the right degree choice?
4. What can be added to the magazine to make it more informative and helpful to the students in making degree choices?

The discussion took place with pre determined questionnaires whereby the participants analysed the magazines and discussed the content of the magazines.

On the composition of the content, all the respondents agreed that it was mainly composed of education and career materials but the main content were advertisements. The content included advice and tips on how to move ahead in ones career. There was minimal content that was narrowed down to particular careers as it was mainly general and applicable to all careers. This was because each page had a

sizable advertisement while the content was squeezed into corners. In Jobs, one could easily miss the content as it is on the bottom of pages and at corners.

Six of the respondents from both Jomo Kenyatta University and Catholic University felt that the content was not helpful in guiding the youths in choosing their degree choices as the content was geared to working class people. The other six felt that it was helpful as some of the content was geared towards the youth and the advertisements from the magazine were also influential. When a person views many advertisements of available jobs from one career, it gives the impression that the career is lucrative and has opportunities hence one chooses that career.

All the respondents from the two universities felt that having access to an informative career and education magazine will guide the pre university students in choosing a degree choice because the students are usually fresh from high school. They have a tendency to pursue any career without proper guidance. However, with guidance, they can pursue careers of their interest, and based on their talent and ability. They will also know about different careers that will help them critique and evaluate the careers hence the degree choices. The students will be opened up to careers they did not know about; hence, widening their choices and increasing their research information.

On what can be added to make the magazine more informative and helpful to the students, the respondents felt that the content of the magazine on careers should not be exaggerated and glamorised as it may mislead the pre university students into a career they did not research on. The magazines should include interviews of experts from various careers and the content. However, they should be written in a

semi formal manner rather than formal to attract the youths as they are seen to prefer such literary style.

The magazine should be printed in full colour and attractive in layout in order to make it more appealing to the youth. The magazine should also include advertisements from various universities and institutes of higher learning that contain information about them and the courses they offer. The advertisements should also include the qualifications of the various courses.

2.6: Content analysis of the magazines frequently read by the respondents

The magazines frequently read by the respondents were Drum, True Love, Adam, Ebony, Cosmopolitan, African Woman and FHM (For Him Magazine). These magazines were mainly family oriented, as they targeted the families and gender based as their content target different genders and families. However majority of the frequently read magazines are female oriented carrying content suited for women and women issues. The female oriented magazines, True Love, Cosmopolitan and African Woman, carry information on fashion and beauty, relationships, health and health related issues, careers, self awareness and improvement.

Ebony magazine targets the African-American person, and its content is mainly on African American issues, people and interests.

Adam and FHM magazines are men gendered magazines focusing on male issues

Career and education magazines frequently read by the respondents which include *Jobs and Careers* and *Jobs*, pullouts from the mainstream newspapers carry more advertisements than content. The advertisements in *Jobs* occupy a lot of space on a paper hence squeezing the content on careers which reduces its visibility. This indicates the priority given to advertisements as opposed to information. The articles in these magazines are written in a catchy and interesting manner. The pages are colourful with the use of colours, pictures and graphics.

2.7: Communication Theories

A theory is an account of what something is, how it works, what it produces or causes to happen and what can change how it operates.³³

2.7.1: Agenda setting Theory

This theory states that the media has a large influence on audiences by their choice of the stories to consider newsworthy and how much prominence and space to give them³⁴. When it comes to content, magazines choose to give more space to what they feel is a more prominent than others. The focus put on some careers over others leads the readers into thinking that the highlighted career is more rewarding and important.

³³ J. T. Wood, *Communication Theories in Action: An Introduction*, pg 31

³⁴ S. B. Brooks, *News Reporting and Writing*, pg 27.

According to the agenda setting theory, the media tells us not what to think but what to think about. According to the findings of this research, majority of the respondents (81%) who read education and career magazines found the information useful as it guided them to pursue the careers they are in. The magazines therefore framed the content of the careers to attract the students who in turn chose to pursue the careers the media framed.

Through agenda setting, career magazines also allow some information to reach the readers while they leave out others which could be equally important. In most cases careers are portrayed in the positive light with positive information while negative information that may portray the career is left out. This misleads the readers into thinking that the career is easy and interesting without its challenges. Consequently, this leads to an influx of students into one “positive” degree, regardless of their talents and capabilities. According to some of the students who did not find the information from the education and career magazines useful (28%), content of these magazines was exaggerated lacking credibility.

2.7.2: Media Framing Theory

Media framing is the way a given piece of information is presented to produce different outcomes among different audiences.³⁵ People prefer to do as little thinking as possible therefore the media come in handy to process and disseminate information to them. They simply trust the media and its contents. The framing of

³⁵ P. J. Kalbfleisch, *Communication Yearbook 29*, pg 341

this content can lead or mislead a person. This study found that most of the respondents, (81%) thought the framing of the content of the magazines was attractive, for they included experiences of personalities in careers, information on the degree choices and the universities offering them and the requirements of the careers. This ascertains the power of the media to influence. When the framing of the content is not appealing, then the intended effect of disseminating information resulting to action is not achieved.

2.8: CONCLUSION

Every Friday, thousands of people rush to purchase the newspaper in the hopes of viewing the jobs and careers magazine. Information on careers opens up peoples horizons into the world of money, vocation and fulfilment. When asked through the questionnaires and further through the focus group discussions, the respondents felt that the magazines had a lot to improve on. Many of the respondents felt that the magazines should add more content on real life experiences based on the careers. For example, they should interview a doctor and ask about the triumphs, requirements of the career and challenges so that one who aspires to take up medicine as a career is well informed.

The respondents also felt that the magazines should be more lively and appealing through the use of graphics and colour. This is because the target audience for these magazines is mainly the youths who are more attracted to magazines that display pomp, colour and images.

There should be more content that is informative and educative on careers. From the interviews conducted, education and career magazines have a gap to bridge and a demand to supply. The demand for career information is high and it is the duty of the media in the form of a magazine to supply information on degrees and careers.

CHAPTER 3

PROJECT PROPOSAL

3.0: Introduction

The aim of the project is to find a resolution to the availability or lack thereof of magazines based on education and careers and which cater to the youths in universities and pre university students, most importantly.

The results from both the qualitative and quantitative research methods will be used to identify the best communication strategy with an aim to fill the gap of information between the media and the youths on careers.

After the integration of the research findings with the relevant communication theories, a suitable proposed communication project will be drafted on the creation of a career magazine.

3.0.1: Objectives

The objectives of the magazine will be the following:

1. To produce content that will guide pre university students in choosing a degree to pursue.
2. To encourage magazine readership amongst the youth.

3.1: Specifics of the Magazine

3.1.1: Significance of the magazine

The magazine is meant to disseminate information on careers that will guide pre-university youths in choosing the ideal degree to pursue. The aim is to guide the

readers in choosing the smart career based on their talent, capabilities and interests. The content of the magazine will represent the realities of careers without biasness or exaggeration. As found out from the research, many university students did not have sufficient information when they were making decisions on what degree to pursue. The glaring absence of data, vital to making sound and life-defining decisions, is something that this magazine wants to address.

3.1.2: Language

English will be the main language used in the production of the magazine. This is because it is a formal language and is understood by the majority, if not all, of the targeted audience as they are both pre-university and university students.

3.1.3: Target Audience

The target audience will be high school students who are still in the process of deciding on the degree courses to pursue. The magazine will incorporate university students' experiences and insights. The content will also include information on the market and job trends.

3.1.4: Frequency of the Publication

The magazine will be produced on a monthly basis so as to encompass new information and trends that keep shifting in the market. The idea is to produce a monthly magazine that can potentially become a regular and relevant feature in the

life of the target audience. This is also because the information on careers is vast therefore the production of a frequent magazine ensures that the information is encompassed in its various issues.

3.1.5: Distribution of the Magazine

The magazine will be distributed in the market in leading stores and supermarkets and will also be sold by the newspaper vendors in the streets. For easier access to students, a few of them will be paid a small amount of commission to sell the magazine within the popular schools. This is because the resources will not be adequate to circulate all school levels but the popular schools with many students will ensure that the magazine will be promoted through the word of mouth. The magazine will also be distributed through subscription.

3.1.6: Cost of the Magazine

The cost of the magazine will be reduced so that students will be able to afford it. If the magazine is expensive, the students will mainly get access to it through the “pass-along readership.” This will compel the magazine to heavily rely on advertisements for its survival and future publications.

3.1.7: Ownership of the Magazine

The owners of the magazine will be a publication board in charge of the magazine from Tangaza College. Both students from the institute of social communication in

Tangaza College and trained media personnel may be members of the board. This is to ensure the students get the experience in print media and the continuity of the magazine. Students from the first, second and third years will be encompassed in the production of the magazine.

3.1.8: Structure of the Magazine

The magazine will be divided into three sections. These sections will include content solely based on careers and degree courses, general content that will include entertainment and the third section that will include advertisements.

The careers and degree courses content will be geared to provide information on various careers, their requirements and enrolment in universities. This section will be on a rotational basis to provide variation on careers to ensure that at least two careers are represented with each issue. This allows the coverage of a vast number of careers that cater to the reader's multifaceted preferences. There will be two types of interviews presented in the magazine. The main profile interview will be of a personality who has been successful in his/her career. Some career advice or input will also be incorporated. The introduction of a successful personality will interest the audience as people like to be associated with success. The profile of a successful personality will offer reliability. The second interview will be of a practitioner answering a series of questions on his/her career, what it entails, the rewards and the challenges. The interviewee will also give advice on what it takes to become a practitioner in that career. There will be advice pieces from a career expert, market trends on jobs and the application process and issues relating to the careers. This will cater to the questions the readers may have, as well

as offer reliable advice from a reliable source. It will also address some of the common queries a reader may have but is afraid to ask.

The content will also be geared towards general career issues that include the job market analysis. This will ensure that older readers who are already pursuing degree courses are not left out. The analysis will also provide a platform for those who are yet to pursue a degree to know the trends of the job market. It may include tips that range from how to write a good resume, impressing job interviewers to formal fashion dressing styles.

The general content will address other issues that affect the youth such as alcoholism, consumerism, self awareness and will provide entertainment to the readers in the form of book reviews, crossword puzzles. This is because the youth are attracted to interesting forms of media and the production of a lively magazine will retain and increase the readership.

Many readers say they read a magazine as much for the advertisements as they do for the articles.³⁶ The advertisements carried out in the magazine will be of different sizes and will advertise different products. The products could range from universities advertising the degrees they offer together with the qualifications to pursue them to eager employers seeking to fill vacancies in the form of job advertisements. The advertisements will not however be limited but will be open to any company of individual who wants to promote legal and morally acceptable products to the readers.

³⁶ S Biagi, *Media Impact: An Introduction to Mass Media*, pg 81

Advertisement Rate Card

SIZE	COST (Kshs)
Full page	70,000
Back page	85,000
Three quarter page	54,000
Half page	36,000
Quarter page	20,000

3.1.9: Layout of the magazine

The introductory pages will include career related articles with a mixture of general articles to give a blend of content and variety. The centre spread pages will be on fashion whereby the readers can keep up with the formal wear trends. This will also keep the magazine interesting and hence retain the audience. The advertisements will be integrated within various pages depending on the size of the advertisement.

The layout will include visual graphics, images and the use of a variety of colour to make it visual, dynamic and appealing. The magazine will be a fresh addition to the market and it will at the same time satisfy the functions of the media which is to educate, inform and entertain.

3.2: Assessment/ Evaluation

The aim of assessment is to find out the progress of the magazine and its impact on the readers. The assessment will be carried out after the publication of the third issue. It will therefore be done after three months with the target audience (both high school students, pre university students and university students) as the evaluators. The assessment will take place in the form of a research whereby questionnaires will be handed out to respondents from selected schools and institutions of higher learning preferably in the area where there is high accessibility to the magazine. The objective of the research and questionnaires will be to gauge the performance of the magazine with specific aim to determine the impact of the content.

The questionnaires will be accompanied by focus group discussions in order to seek a deeper understanding of the responses derived from the questionnaires. The advantages of the focus group discussion are that one is able to seek clarification where unclear, seek a deeper meaning to the responses by probing further and observe body reactions that will help tell if the responses are true or false. After a brief introduction of the magazine, the participants will be given the magazine to go through for a short period of time under the assumption that they have already had previous access to the magazine. The prepared focus group questionnaires will then be handed to them and the discussion will then continue with a moderator.

3.3: Funds

Advertisements are the blood line of the media. The funds will mainly come from advertisements that will be produced alongside the content in the magazines. The advertisements will mainly be from employers seeking employees, schools and institutions of higher learning and other businesses that want to promote their products such as stationery, phones, food, and events among others that target the readers. The charges of the adverts will depend on the size and the pages where they will be inserted. The advertisements will include the full sized advertisement on the back cover, a banner on the cover page and others inside the magazine. The advertisements will also come in the form of classifieds on the back pages.

The magazine will not solely depend on advertisements as some of the income will come from the subscription charges and the cost of purchasing the magazine.

3.4: Equipments

The production of the magazine requires various equipments such as computers where the actual production of the magazine will take place. Papers and pens are required to draw and plan the layout of the magazines. Design programs perform various functions that are required to create the magazine. These programs and their functions include Adobe Photoshop which edits photos and images, Adobe Illustrator which illustrates objects such as logos and Adobe In Design which will be used for the layout of the text and images. Printers will be necessary to change the magazine from a soft copy on the computer into a hard copy on paper.

3.5: Justification of the Project

This is a good project, as can be deduced from the research findings. Presently, the most common form of education and career magazines are pullouts from the mainstream newspapers. However, the information on careers is minimal in these magazines despite it being a vast issue. There is need for a magazine that caters to the needs of the students in a manner in which the pullouts do not. This requires the introduction of a personalized, informative and interesting magazine.

The research conducted revealed data on the mainstream newspapers' role in influencing the youths in private universities on their career choices. I found that the print media was the most influential in guiding the youths into career paths by glamorising the careers instead of providing relevant information on these careers. This led the youths to pursue careers they did not want. This indicated the need for a positive print media form that would focus on careers.

From the findings of the research on magazines, majority of the youths (74%) of the respondents read magazines. This shows the positive reception towards magazine reading culture in the students. Therefore the introduction of a magazine may receive good readership. However, there was a small gap on the effectiveness of the content on careers from the magazines. More than half of the respondents (56.1%) of the students admitted the magazine content was helpful in their degree course while around forty two percent (42.4%) did not find the information helpful. This indicates that there is need to widen the gap of effectiveness of the information by increasing useful content in the magazine and consequently the society.

From the focus group discussion carried out, the participants acknowledged the importance of an accessible magazine to inform on careers in the degree making choice. The production of a relevant and interesting career magazine will help ease the degree choice exercise.

3.6: Resources

The project will be implemented with the aid of resources that will be provided for in Tangaza College for the first issue. Consequent issues will require the recruitment of human resources who will manage, produce and publish the magazine. The human resource team for the print work will include an editor, writers, designers and publishers. An addition of web designer and an online journalist and will be required to produce the website and manage the content of the website.

3.7: Implementation of the Project

The magazine will be executed by first planning and designing the layout of the magazine. This will include the allocation of advertisement space, and content space. The editor will manage and make decisions on the type of content that will feature in the magazine. After the content has been placed, the editor will counter check and proof read the magazine the content and will ensure the information is according to ethical standards.

After the magazine has been designed, it will be forwarded to the printing press.

3.8: Proposed Budget

3.8.1: Human Resources Budget

	Number of employees	Salary of one employee Per Month	Total
Editor	1	100,000	100,000
Print Layout designers	2	55,000	110,000
Graphics designer	2	60,000	120,000
Fulltime writers	3	40,000	120,000
Part time writers	3	5,000 per article	-
Total			450,000

3.8.3: Publishing Budget

Requirements	Cost per magazine	Number of magazines	Total
Paper and binding	-	-	114,000 shs
Magazine printing	80 shs	5,000 copies	400,000 shs
Total			514,000
Item	Total		

Transportation **10,000**

3.8.2: Equipment Budget

Name of Equipment	Number of Equipments	Cost per equipment	Total cost
Computer	3	40,000shs	120,000shs
Computer programs Adobe Creative suit cs4	1	6,800 shs	6,800 shs
Stationery (pens, pencils, rubbers, rulers, paper)	-	-	5,000
Total			131,800

3.9: Short and Long term strategies

The short term strategies that will be put in place to ensure that the magazine thrives in the market include getting adequate number of advertisers who will provide the major funds for the project. The magazine will be published online through a website that will be created for it. This is because the youths are shifting

their attention towards the internet and so are the magazine business and the print media. The website will include a part of the issue of the magazine that will be published as a form of advertisements and content on careers, feedback from students and forums whereby the students will share their thoughts. The website will be sustained through advertisements.

The long term strategies that will be implemented include the partnership of the magazine with major youth and career based organizations and institutes of higher learning. This partnership will promote the visitation of different schools with an aim to educate the students on career choices. There will be training of peer counsellors and student peer counsellors who will be at the same level of the students. These students will guide their fellow students on the importance of making the right career choice. This exercise will be a form of capacity building whereby the students and the counsellors will be trained to lead forums and train the other students on careers.

WEBSITE BUDGET

	Number	Cost per unit (shs)	Total (shs)
Web Designer	1	100,000	100,000
Web manager/editor	2	65,000 per month	130,000

IT specialist	1	50,000 per month	50,000
Writers	2	30,000	60,000
Program, (Macromedia dreamweaver)	1	9,200	9,200
Hosting	-	30,000 per year	30,000
Total			379,200

3.10: Strengths and Weaknesses of the Project

Every project has its advantages and disadvantages and this project is not an exception.

The strengths of the project include the research carried out which brought out the type of magazines the respondents want. This ensures that its production is geared towards implementing the responses from the students and integrating their ideas on how to make the magazine better into its production. The magazine will offer uniqueness and will attempt to bridge the information gap by including content that other magazines are leaving out hence making it enlightening.

3.11: Conclusion

The magazine is a project which, once managed properly, has the potential to influence many students in high school, Pre University and university levels. The

potential of the project magazine has the duty to inform, educate and entertain the readers in the market.

With the implementation of the proposal, the career magazine will be a basis of positive shift in the market by causing an increase in information in the print media world of careers and degrees choices.

According to the functional theory, “the media functions are to inform, entertain and provide news consumers with a host of gratification.”³⁷ This means that each society has to be satisfied with information, which media could do. The magazine will serve the function of providing the information on careers and degrees to the society, particularly the young people.

³⁷ M. Perloff, *Political Communication*, pg 178

GENERAL CONCLUSION

4.0: Introduction

The main objective of the thesis was to find a solution that will provide the information on degrees and consequently career choices in the market to guide pre university students in making the choice of a degree to pursue. The first step was to carry out a research in the market with an aim to find out the types of career magazines accessible to the university students. University students were a vital part of the research because they had already undergone the process of choosing a degree to pursue. I needed to find out if they had a guide on the degree making process from the education and career magazines already present. The qualitative research method was important as it filled the gap the quantitative method could not.

The general introduction served as a gateway for the research as it presented the aims and objectives of the paper.

In Chapter One, the researcher studied different books with ideologies on careers to get a better understanding of how to approach the research. The books supported my ideas as I looked at the magazine industry in Kenya in reference to careers and degrees. Obtaining content on degrees and careers was however a challenge as not much was researched previously on the topic yet I was somehow able to source for the necessary information. The education and career industry in Kenya has a lot to ape from the education and career magazines from the western world. The magazines from the western world such as America and Singapore have adequate information on careers that guide the readers and cater to their need for information.

For some years the major education and career magazines have been pullouts from the two mainstream newspapers in the country. The magazines, despite being highly accessible to the university students, have to step up and provide the relevant information. This should be done by increasing the content on careers. If pre-university students are to be guided in the process of choosing degrees, then the magazines need to increase and should be accessible to them.

The expansion of education and career magazines in the western world into the online media scene has been largely due to the fact that technology keeps on shifting and changing and a high number of the student youths are technologically savvy. Magazines available in the country should not be restricted to the printing scene, but should expand to online publications.

The researcher carried out the research with students from the Catholic University of Eastern Africa and the Jomo Kenyatta University for Agriculture and Technology. These students provided information on whether the education and career magazines were helpful in choosing their careers, the content that they lacked when they sought information from them, and the ways the magazines can be improved to guide the students who are yet to join the university in choosing the right degree for them.

Part of the proposals from this study is the creation of an educative career magazine that will integrate the responses from the students on the type of content they would wish the magazines would include.

The magazine will be attractive and educative as well as entertaining. It will be used positively to promote objective and reliable content on careers without

exaggeration and glamorisation of these careers. This will eliminate the chances of misguided information on careers that could lead students into the wrong degree courses.

4.1: Recommendations

Based on the research findings, the recommendations of this study are the following:

4.1.1: Government

The government should try to promote the growth of the career magazine industry by lowering the cost of production and publishing. This can be done through the sponsorship of these magazines and the encouragement of their growth partly through the provision of security. This will be in a bid to increase the number of educative career magazines in the country.

4.1.2: Media Practitioners

The media especially the print media has a role to play in the growth of education and career magazines. The media practitioners have a duty to produce unbiased and unexaggerated content on careers. This should be in line with ethical codes that compel them to produce the reality of careers. They should realize that the production of articles or career magazines that are purely presenting a distorted view of careers is likely to misguide the readers into choosing a career without adequate research carried out and the consideration of one's talents, capabilities and interests.

4.1.3: Advertisers

Advertisers in the magazines should not produce adverts that are distorted of the reality. They should be truthful despite their aim to sell products to the readers. In this bid advertisements should be appealing to the readers in a truthful manner. They should not use manipulation to sell nor promote negative consumerism.

4.1.4: Schools, Companies, others

The magazine can be promoted by institutions, individuals and companies choosing to advertise in the magazines. This will ensure that the magazine is able to sustain itself hence produce more issues and even increase the content. These groups should place adverts in the magazines and should contribute in the promotion of the magazine either through content or financial sponsorship.

4.1.5: Students

The students should support the magazine industry by purchasing these career magazines and taking an active role by sending feedback or contributing to the content. Their cooperation will lead to the growth and development of education and career magazines.

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APPENDIX

QUESTIONNAIRE

Institute of Social Communication

Tangaza College (C.U.E.A)

Dear Respondent,

Thank you for agreeing to participate in this research. I am a student at the above named institution carrying out an academic research on the influence of magazines on the degree choices of the youth.

The results of this questionnaire will only be used for academic examination therefore will be treated confidentially. Your honest opinion will be appreciated. You do not need to write your name.

Please answer all the questions

(Tick in the boxes what applies to you)

What is your age?

A. 19-25 B. 26-30 C. 31-35 D. Over 35

2. What is your gender

A. Female B. Male

3. What is your current level of education

A. PhD B. Masters C. Degree
E. Diploma F. Certificate

4. What is your occupation?

- A. student B. Self employed C. Employed
D. Unemployed E. Other (*specify*)

5. What type of magazines do you mostly read?

6. Do these magazines carry any information on degree or career choices?

- A. Yes B. No

7. Do you have access to Education and Career magazines?

- A. Yes B. No

8. If your answer to 5 above is Yes, then list two of your favorite Education and career magazines.

Do you feel that education and career magazines carry information useful in making degree choices?

- A. Strongly agree B. Agree C. Disagree
D. Strongly disagree E. Neutral

Why?

From which form of print media did you get information about degree choices from? (Number from the most helpful to the least).

- A. Newspaper B. Magazines C. Brochures D.
Circulars
- E. Pamphlets F. Other (*specify*)
-

9. What do you think can be added to the education and career magazines to make them more informative and attractive?

FOCUS GROUP DISCUSSION

Institute of Social Communication

Tangaza College (C.U.E.A.)

Dear Respondent,

Thank you for agreeing to participate in this focus group discussion. I am a student at the above named institution carrying out an academic research on the influence of magazines on the degree choices of the youth.

The results of this discussion will only be used for academic purposes therefore will be treated confidentially.

Please analyse the magazine presented and answer the questions. Your honest opinion will be appreciated.

1. What was the main composition of the content?
2. Do you think the content was informative and helpful in guiding youths in choosing their degree choices?
3. Do you think having access to an informative career and education magazine will guide pre-university youths in making the right degree choice?
4. What do you think can be added to the magazine to make it more informative and helpful to the students in making degree choices?