

CREATING SENSATIONALISM ON GENDER VIOLENCE STORIES IN KENYA IN THE NAME OF “HUSBAND BATTERING”

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Abstract

Sensationalism is an approach to content dealing mainly with soft news and appeals to human interest stories mostly exposing wrong doings and appealing for Justice. Sensationalism has received increased attention in the media houses. This has caused numerous debates explaining why sensationalism is on the increase and its possible effects to the public. Publications are under more pressure than ever to increase their circulation in order to attract profits. A publication that has few readers will not stay in business for long. Hence media houses are adopting sensational reporting, for example, the stories on the mainstream Newspapers (Nation and Standard) between February 2012 and April 2012 on husband battering in Nyeri County, Kenya. This study was guided by the Agenda setting theory and Critical Discourse Analysis Theory. This research adopted a qualitative approach, specifically an Ex-post facto research design with a prospective orientation. Data was obtained from primary sources through interviews and content Analysis. The study population was all texts covering husband battering in Nyeri County and all Male and Female respondents chosen to represent readers of Daily Nation and the Standard Newspapers. The study identified features of sensationalism on the stories on husband battering in Nyeri County. The findings of this study indicated that sensationalism is on the increase and news must be packaged in a manner that attracts the readers.

Terms: Husband battery; Sensationalism; Gender violence

Introduction

In this study, the researcher sought to answer the question: what are the features of sensationalism on the stories on husband battering in Kenyan newspapers. The concept of sensationalism is often connected to theoretical concept that encompasses those features of journalistic products that are capable of attracting the attention of the audience (Hendriks Vettehen. The concept of sensationalism is often connected to theoretical notions about human evolution. Shoemaker (2001) states that one characteristic of humans is that they monitor the world around them. They routinely survey their environment for deviant or unusual things, because they pose potential threats. Television news is one of the sources that fulfill people's innate desire to detect these threats, which can mostly be defined as sensational. The human brain has adapted to the task of scanning for information for potential threats as a result of biological and cultural evolution. Therefore sensational news stories attract humans (Shoemaker, 2001; Davis & McLeod, 2003)

Sensationalism aims to generate public interest with the object of galvanizing public attention. Sensationalism is the mass Medias response to the routines and predictabilities of everyday life. The media has been so saturated which means that we now live in the age of pseudo-events, with the result that the line between fact and fiction, reality and illusion has been erased Mquail, (2000), he argues that sensationalism is at one level an everyday word for all aspects of media content that is likely to attract attention, excite or inflame emotions. It is thus related to commercialization and tabloidization.

Sensationalism has an impact on the social environment. However, historical studies on sensationalism are limited to an examination of subject matter because attitudes of media audiences of earlier times cannot be measured. Sensationalism has been used by the media industry to mean news that create and stimulate emotions. The concept of sensationalism is often connected to theoretical notions about human evolution. A characteristic of humans is that they monitor the world around them; they routinely survey their environment for deviant or unusual things, because they pose potential threats (Shoemaker, 2001). The concept of sensationalism is to be approached through series of news categories which have intrinsic human interest appeal and which the press has historically exploited or dramatized.

According to Campbell J (2003) Sensationalism can be traced back to Yellow journalism, sometimes called 'sensationalist journalism'. This is a term that was often used about New York newspapers around 1900. As the papers fought for dominance, they featured huge headlines designed to grab readers' attention with sensationalized news and scare-tactics. The term came from a popular cartoon character in newspapers called "The Yellow Kid." The kid was a baldheaded kid that wore a yellow night shirt. Yellow Kid cartoons had a lot going on in one panel. The kid was in the corner somewhere and the message on his night shirt brought the all the action together But it is not a cartoon that the era was remembered for. Some publishers became quite sensational and bold in their news coverage. Papers were not above conducting hoaxes to trip up their competitors and doing almost anything to build circulation. Reporters would act as detectives and solve crimes ahead of police so that they could be the first to report the news

Sensationalism has had an increased use over time; as a result, questions about the effects of sensation on the receiver have risen. Research into the consumption of sensational news therefore increased. In the last decennia many consumption studies were done and it was found that too much sensation could result in cognitive overload, as the Limited Capacity Model predicts.

The extent and nature of crime as presented in the media is a distorted image of reality in which crime is ubiquitous and most often violent (Hamilton, 2004). This image has been warped by the interest that the public has in sensational news. This would not be a problem if it did not influence how people perceived crime in their community. Such reporting is not a new phenomenon and in a world populated with rational updaters, such a long sequence of signals would lead public opinion to converge to the truth. However, we do not live in such a world and the public's beliefs seem to be severely distorted towards the image presented by the media. What is more, there is evidence that people's distorted beliefs lead them. Hamilton (2004) argues that what information becomes news depends on ; Who cares about a particular piece of information; What are they willing to pay to read it, or what are others willing to pay to reach them; Where can media outlets or advertisers reach these people; When is it profitable to provide the information and Why is it profitable.

Gender and Sensationalism

Much of the research on overall interest in news topics suggests that differences exist between the sexes. Mills (1990) suggests that although the general assumption about gender differences with regard to news preferences may be questionable, news preferences among women generally include the four "F's": family, food, fashion, and furnishing. Also, Klein (2003) found that women, regardless of their age, were less interested in violent television news content. Furthermore, a study examining the relationships between sensation seeking and gender role orientations found that men reported higher levels of overall sensation-seeking than women. Sensation-seeking has been conceptualized as involving self-exposure to various novel and complex sensations and experiences and the willingness to take physical and social risks to engage in them. Sensation-seeking scales contain five dimensions, including thrill and adventure seeking, dis-inhibition, experience seeking, and susceptibility to boredom. Scourfield et al, (1996) found that gender was an important predictor of lifetime sensation-seeking and that men were more likely to engage in sensation seeking behavior than women.

Media Representation of Crime

News and fiction stories about crime are prominent in all media. While there is evidence of increasing attention to crime in some parts of the media, overall this fascination has been constant throughout media history. The stories concentrate overwhelmingly on serious violent crimes against individuals, although with some variations according to medium and market. There is a clear correlation between media and crime, this relationship holds even when a variety of controls are imposed (Wartella, 1995). However the negative effects of the media exposure seem to be small compared to other features in the social experience of offenders. Wartella argues that the question is not whether media violence has an effect but rather how important that effect has been in bringing out major changes.

Brown (2003) Adds that what has been an issue is the will of pure media effect. The implicit model was of the media as hypodermic syringe, injecting ideas and values into passive recipients of cultural fixes. Audiences are not passive recipients but active interpreters in a complex process of interaction with other cultural and social practices Caribbean (2002)

Methodology

The study used Ex Post facto research design with a prospective orientation was adopted. The study populations was all texts on husband Battering in Nyeri County from the Daily Nation and Standard Newspapers and all Male and Female respondents chosen from Mihuti village to represent readers of Daily Nation and the Standard Newspapers. The researcher chose 10 women and 10 men who represented Standard and the Daily Nation readers. The researcher chose this village since there were reported cases from the two mainstream media on husband battering. The researcher identified and selected texts from the two mainstream newspapers between the beginning of February 2012 and the end of April 2012 from library archives. Data was collected during the interview by obtaining information from participants with different experiences and recording them. Data was also collected by giving the participants the Newspaper cuttings to read the selected contents.

This study was guided by the Agenda Setting theory and Critical Discourse Analysis theory. Agenda setting operates through two components of priming and framing of news. Agenda setting theory holds that the mass media creates what the public think is important hence shape public opinion. In Kenya, today, the leading dailies, the Daily Nation, and The Standard, determine issues that shape public debate on various matters. When they choose and display the news, the newsroom staff is playing an important part in shaping reality. Readers learn about issues and the importance to attach to those issues.

Agenda Setting and Gate Keeping

The term was coined by Kurt Lewin in 1947 to describe the people who decide which messages go through the gates that control information flow to reach the consumers Wood et al., (1999). A gatekeeper decides on the information to be published and by so doing they are able to control the public's knowledge of actual events. According to (Tan & Weaver, 2007) Gate keeping looks at the various stages a news item goes through in a newsroom before it is finally published. The source, the reporter, the sub editor and the editors are in their own rights gate keepers since they determine what ends up as news. Factors of political interference, personal interests, media law and ethics may determine the amount of gate keeping, an exercise that can be both useful and dangerous. It is useful if it shields audiences from harmful information and dangerous if it shields the public from the truth.

Framing and Priming of News

Framing and the concept of framing bias suggests on how something is presented (the “frame”) influences the choices people make. According to this theory, people always strive to make the most rational choices possible. Thus, rational choosers should always make the same decision when given the same data. George Lakoff, a professor at Berkeley University points out about frames and framing noting that: “Communication itself comes with a frame. The elements of the Communication Frame include: A message, an audience, a messenger, a medium, images, a context, and especially, higher-level moral and conceptual frames”. The choice of language is, of course, vital, but it is vital because language evokes frames moral and conceptual frames.

Critical Discourse Analysis theory

Wodak (2007) argued “critical” means not taking things for granted, opening up complexity, challenging reductionism, dogmatism, and dichotomies being self-reflective.

Furthermore Darma (2010) stated that CDA is superficially called as a non-traditional linguistic because it does not study language on its surface structures like language grammar or language system only, linguistically speaking it studies language and context. Wodak and Meyer (2001:15) stated that context is about the relationship between language and society. Then, context is broadly meant by situation, condition, institution, power and ideology. It means language will always get involved with the situation, and condition that a language use is functioned without leaving particular purposes of the speakers or the authors to convince people to believe, acknowledge, and follow the discourse makers Ideology or social practice to reach their goal in society. Ideology, for CDA, is seen as an important aspect of establishing and maintaining unequal power relations. Ideologies are closely linked to language, because using language is one of the most effective ways to build certain ideologies

RESULTS AND DISCUSSION

The study interviewed 20 participants from Mihuti village in Nyeri County, 10 males and 10 females. All the twenty interviews were carried out with the help of a research assistant who interpreted the questions in Kiswahili for the thirteen participants who hardly understood English, after sorting the researcher found that all were valid therefore representing 100% response rate and this was achieved because the researcher administered the interview carefully in person and was

writing down the response from the participants thus ensuring that the sample size as earlier indicated was maintained

Participants Profile

This discusses the participant's age, educational level, the choice of newspaper that they read and the relationship that exist between the newspaper readership and age.

Age of participants

The participants were asked to say their age during the interview, age factor was important as it shows the relationship between age and sensational news readership. The age were distributed as follows

Table 1: Age of participants

	Frequency	Percent	Valid Percent	Cumulative Percent
18-30 years	6	30.0	30.0	30.0
31-43 years	8	40.0	40.0	70.0
Valid 44-56 years	3	15.0	15.0	85.0
57-69 Years	3	15.0	15.0	100.0
Total	20	100.0	100.0	

The results indicate that majority (40%) of participants were between 31-43 years. (15%) were between 44-56 years, (15%) between 57-69 years and (30%) between 18-30 years. The results suggest that most of the married couples are between ages 31-43 years.

Educational Level of Participants

Sensational news stories require people who know how to read and interpret it, it uses pictures that engages the audience who can then interpret it as being sensational as compared to issues of politics business and sports. Sensational news is widely used by media houses and it is what the readers want either to get information or to entertain them. Sensational stories like the one on husband battering allows people learn of the wrong doings in the society as the media unveils this evils in which the stories are retained in people's minds for a long time this requires some knowledge therefore the researcher saw the need of establishing the educational level of the participants as illustrated in the table below.

Table 2: Educational Level of Participants

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certificate	13	65.0	65.0
	University graduate	6	30.0	95.0
	Postgraduate	1	5.0	100.0
Total	20	100.0	100.0	

Majority (65%) of the participants had only completed their primary school. 30% were University Graduates, only 5% had postgraduate qualification. Thus the results suggests that majority of married couples in Mihuti village had only attained primary education.

Choice of newspaper read

There are two mainstream newspapers which are read by the majority of people in Mihuti village. This was the Daily Nation and the Standard. The participants believed that this two dailies gave them information that they believed in. This study sought to find out whether they read these two dailies so that they can handle the problem under study. The choice of newspaper read is presented in the table below

Table 3: Choice of newspaper read

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Standard	7	35.0	35.0
	Nation	11	55.0	90.0
	Both	2	10.0	100.0
Total	20	100.0	100.0	

55 % of participants read Nation newspaper, 35% read Standard Newspaper, while 10 % read both, and this suggests that nation newspaper is read more by people from Nyeri County.

Age of participants and Choice of newspaper read

There exists a great relationship between the age of the participants and the kind of newspaper that they read. Most readers read one newspaper in a day and the findings are indicated in the table below

Table 4: Cross tabulation Age and Choice of media

		Choice of newspaper read			Total
		Standard	Nation	Both	
Age of participants	18-30 years	2	3	1	6
	31-43 years	3	5	0	8
	44-56 years	2	1	0	3
	57-69 Years	0	2	1	3
Total		7	11	2	20

Participants from age bracket 31-43 years read newspaper more. (3 out of 8) 37.5% are standard newspaper readers and (5 out of 8) 67.5% Nation Newspaper Readers.

Research Information

In order to analyze discourse data for this study, the researcher designed seven separate categories. Which were then grouped into three thematic areas to answer the research questions. The researcher grouped the categories “Arousing Content, Tabloid Packaging and Vivid Storytelling” into a one theme “features of sensationalism”. The researcher also analyzed the extent to which the participants supported the theme. The following is a table of the categories;

Table 5: Category labels

Category	Label	Words	Percentage (%)
Category 1	Arousing Content	15/21	11
Category 2	Tabloid packaging	17/23	13
Category 3	Vivid Storytelling	13/26	10.1
Category 4	Power	18/28	14.2

Category 5	Ideology	14/21	11.1
Category 6	Framing	18/20	14.3
Category 7	Priming	19/20	15.1

Total words: 126 **100**

Features of sensationalism

. The features were categorized into three parts which include: Arousing content, Tabloid packaging and vivid story telling. These features when combined bring out the sensational feeling of the story and give the readers an issue to discuss through repetition

Arousing Content

11% (15 out of 126) words were found to fit in the category “arousing content” this included words like “real-life”, “exaggerated”, “repeated”, “domestic violence”,. Readers of the two dailies were able to describe the stories on husband battering because of the way the stories were reported. The story on husband battering portrayed an unusual form of violence which was a paradigm shift in cultural norms of the society. According to the participants most husbands being battered were drunkards and were termed as a weaker sex at the time of crime and so they could not defend themselves as it is the case with other men in a normal setting. The reasons for the crimes were basically because they could not be there when their wives needed them and so many wives were stressed at the time of violence, they said men failed to provide. According to the results Husband battering stories were repeated over time in the two mainstream newspapers. The participants clearly stated that the one event that occurred from Mihuti village sparked other stories which had occurred initially like the one reported in the Daily nation 11th February 2012 from Muhuri village also in Mukurwe-ini. On the same paper it had indicated that a day earlier another man from Nyeri County was battered by people allegedly hired by his wife at Skuta village. The results also suggest that Most of the victims were known by the community, so to them this was a “real-life story” stories that arouse emotions.

Tabloid Packaging

13% (17 out of 126) words were found to fit in the category “tabloid packaging” these included words like “cartoons used”, “surprise”, “shocking”, “comical”, “disgusting pictures”, The results indicate that news on husband battering was packaged in a way that the people from Mihuti village did not expect. Pictures were used to illustrate how the battered men had suffered and how some of them had been taken to hospital especially those with deep cuts from the pangas used by their wives like Simon Kiguta who had maintained deep panga cuts from his wife Ms Julia Wairimu. The results indicate that the Pictures had been edited by the media to show how cuts had been dressed, the pictures appeared shocking, and the extent of damage the crime caused was unexpected to the participants. Participants described that it was disgusting to look at and comical too the way a man’s face has been “sewn like a gunny bag”

Vivid Story Telling

Three aspects of vivid storytelling were distinguished: personalization, laypersons speaking and use of pictures. 10.1% (13 out of 126) words fit the category “vivid storytelling” which included words like “true pictures”, “I Know”, “it happened”, “Involvement of MYW”, “MP’s Discussed” “police are investigating”, “Horrific”, “badly Injured”, “Mended faces”, “Impressive”, ” Amazing”. Participants indicated that people from Mihuti Village could remember the news brightly as some of these victims were known to them they described them using words like “I know” “it happened” that some of the battered men had not even fully recovered, the recent happening in Nyeri made the stories even more memorable as it reminded the readers of the extra ordinary things that had happened in Nyeri County. Most participants could clearly identify the names of the women who appeared on the Daily Nation newspaper on 19th February 2012 who were protesting over increased alcohol consumption in the area, they claimed that men had abandoned their families for liquor The participants also indicate that Comments made by *Maendeleo ya Wanaume* chairman and how politicians discussed the story could not be forgotten.

Table 6: Degree of Support of features of sensationalism

Theme	Degree of Support of The issue		
	Support	Opposes	Uncommitted
Features of Sensationalism			
A. Arousing Content	15 (75%)	4 (20%)	1 (5%)
B. Tabloid Packaging	16 (80%)	3 (15%)	1 (5%)
C. Vivid Story Telling	17 (85%)	3 (15%)	0

From the results of table 6 it suggests that most participants (80%) Supported the theme that media reported husband battering stories in a sensationalistic manner, only a few (15%) were opposed while two (5%) remained uncommitted.

Features of sensationalism

According to the first objective of this study the researcher sought to find out the features of sensationalism in husband battering stories in Nyeri County, Kenya. Majority of the people are interested in the news that tells more about the society and more especially on the wrong doings. Such stories touch on the human sensory system and people in Nyeri County were interested in this news as it was happening in their area. Media repeatedly reported this story to tap into people's innate desire to every so often detect threats or deviant behavior around them. This agrees with (Shoemaker, 2001; Davis & McLeod, 2003) who maintains that sensational news stories attract humans in a repeated manner. Most of the victims were known by the community. The respondents discussed that there had been many crimes like theft, murders, and rapes which had not been focused on by the media however the story on husband battering was a paradigm shift to cultural norms, an emotive story, shocking and amazing as was described by participants that could do nothing but endure in the society and the public. This fits with (Grabe et al., 2000, 2003), that stories that include information with survival value are indicators of sensationalist news.

Arousing content agree with the studies of Lang, Bolls, Potter, and Kawahara (1999) and Grabe et al. (2003), agree that consumption of sensational use is on the increase. . Lang and colleagues (1999) found that fast pace and arousing content results in physical reactions like skin conductance (pace) and a decrease in heart rate (arousing content). This implies that the allocation of processing

resources to messages has increased. Lang and colleagues (1999) also found that a combination of fast pace and arousing content overloads the processing system, resulting in less recognition and recall. Grabe and colleagues (2003) made a comparison between calm and arousing news and tested the influence of form and content of both kinds of news on information processing. There are reasons as to why media houses prefer to use vivid storytelling and the effects for productions per day effect. Lang and colleagues (1999) studied the effects of production pacing, defined as the number of cuts in a message, and arousing content on the information processing of newspaper messages.

This study discussed arousing content and its effect on emotion which led to sensationalism not only provides thrills but also fascinates in a morbid way thus sensationalism has a potential to emotionally and psychologically arouse the readers Grabe and others defined tabloid news as news that "emphasized style over substance," and is "punctuated by structural features, such as quick-paced editing, dramatic pictures, rapid-fire narration, and extravagant graphic effects," in contrast to standard news that focuses on substance

This explained Limited Capacity Model which was used as basic framework for this study Grabe and colleagues (2003) made a comparison between calm and arousing news and tested the influence of form and content of both kinds of news on information processing and on the evaluations of the news by the viewer. They found that a sensational form and content attracts the attention and that it had a positive influence on recognition, cued recall and free recall for calm news. However, the information processing system is overburden if sensational form and content were applied to arousing news contents. This means that too much sensation has a negative effect on recognition and recall. With regard to the evaluation, viewers evaluate stories with dramatic features as less objective and believable than stories without these features (Grabe et al., 2003).

In sum, researches in the field of the consumption of news have shown that there are two main effects of sensationalism: cognitive overload of the receiver (referred to the effects of news) and selective attention by the receiver (referred to the uses of news). Both could be seen as worrisome, because the informative function of newspaper news could be negatively influenced.

Cognitive theories in psychology have provided a basis for a theoretical network concerning arousing news. In particular, the Limited Capacity Model of Motivated Mediated Message Processing (LC4MP) predicts that arousing news characteristics are able to provoke fluctuations in arousal and attention during newspaper reading (cf. Lang, 2000, 2006). This model has two major assumptions. First, readers are information processors that perceive stimuli, turn them into mental representations, do mental work on those representations, and reproduce them. Second, readers' ability to process information is limited, because readers only have a limited pool of mental resources (Lang, 2000). Although the LC4MP acknowledges that readers to some extent control the allocation of resources to the various cognitive tasks in information processing, it especially stresses the automatic allocation to the cognitive system. This automatic process is controlled by the characteristics of the message through the elicitation of orienting responses in readers.

When an orienting response occurs, a reader's sensory receptors will be oriented towards the stimulus, resulting in a set of physiological responses such as an increase in skin conductance (indicative for the elicitation of arousal) and a decrease in heart rhythm, indicative for attention reactions (cf. Lang, 2000, p. 52). Two major types of stimuli elicit orienting responses in readers. First, stimuli that contain information relevant to the goals and needs of the individual elicit orienting responses. Examples include news stories about violence, crime, and death. These can be seen as examples of negative story content. Second, stimuli that represent change or unexpected occurrence in the environment elicit orienting responses (Lang, 2000). In a television news story, examples are a high number of (abrupt) changes in the picture material, decorative editing techniques such as Zoom in and zoom out (Grabe et al. 2001, 2003; Hendriks Vettehen et al., 2008; Lang, 2000; Lang, Bolls, Potter, & Kawahara, 1999). As the LC4MP states that arousing news characteristics affect viewers in an attentional and cognitive sense, there are reasons to assume that arousing news have an influence on preferences for, information processing of, and perceptions of media performance regarding this news.

Arousing content was be in line with the need of the media role of informing the audience with higher educated young viewers had a better recognition for arousing content than for neutral content, implying that arousing content enhanced their information processing. However, lower educated young viewers did not benefit from arousing news in terms of information processing. We

also found that compared with young women, male young viewers processed arousing content stories better. Therefore journalist inserted arousing characteristics in the news when the goal is to inform young people, as some of them (the high educated ones and men) take advantage of arousing news, while the others (the low educated ones and women) experience no adverse effects from arousing news.

To achieve sensationalism, husband battering stories had an element of exaggeration. This is a representation of something in an excessive manner. Exaggeration adds a sensational quality to news items and has a high attention-grabbing capacity, using grisly pictures and packaging the tabloid in such a way to fortify reader's attention and gain a high intensity and therefore being memorable. These findings therefore suggest strongly that husband battering news in Nyeri county was a classic example of stories with high survival value and therefore sensational. Vettehen, Nuijten, and Beentjes have suggested that news content which "appeals to our basic needs and instincts" and tabloid packaging Techniques that "automatically elicit viewers' orienting responses with novelty or change" may universally attract viewers' attention. In addition, they added vividness and proximity of news as two additional characteristics of sensationalism. Vividness refers to vivid effects generated from "stimulating imagination, attracting and holding attentions, and retaining better in memory." Proximity refers to geographic proximity (domestic news vs. foreign news) and sensual proximity (pictorial information vs. Verbal information). While the first two features appear to be more universal, the latter two are more limited to culturally specific characteristics. Thus this study found that these conceptualizations and definitions of sensationalism in news, both as content and formal features, tend to grab viewers' attention and arouse their emotions.

SENSATIONALISTIC NEWS

11% (15 out of 126) words were found to fit in the category "arousing content" this included words like "real-life", "exaggerated", "repeated", "domestic violence". 13% (17 out of 126) words were found to fit in the category "tabloid packaging" these included words like "cartoons used", "surprise", "shocking", "comical", "disgusting pictures", "emotive" 10.1% (13 out of 126) words fit the category description "vivid storytelling" included words like "true pictures", "I Know", "it happened", "Involvement of MYW", "MP's Discussed", "Horrific", "badly Injured", "Mended faces", "Impressive", "Amazing". Thus the readers of the two dailies were stimulated and provoked

to read the stories on husband battering, visual production techniques was used by the media to present the readers with immediate variations of information and the media expressed stories well known to the participants, they used tie-up stories from lobby groups like the *Maendeleo ya Wanaume* and politicians and made sure the story was arousing, memorable and vivid. The researcher grouped the categories “Arousing Content, Tabloid Packaging and Vivid Storytelling” into a one theme “features of sensationalism”. Most participants interviewed (80%) Support that husband battering stories were sensational, only a few (16.67%) think otherwise and two (3.33%) remained uncommitted.

Conclusions

The researcher arrived at conclusion that media is the watch dog of the society and the happenings which are mostly touching on the five senses must be published these happenings are sensational in nature and newspaper readers especially male readers are interested in these. The sensational stories have a high retention value in that by the mention of the word husband battering everything could be remembered clearly including the names of the victims and where they were and all the necessary details required. Media houses know when a dog bites a man its news therefore when a wife batters a husband which contradicts the patriarchal society, it is absolutely news.

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