

(RE)PRESENTATION OF FAME AND WEALTH IN *DRUM* MAGAZINE

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DECLARATION

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

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ABSTRACT

Media plays an increasingly greater role in modelling behaviour, especially for young people. Research has shown that adolescents use media to help define the world around them. Magazines, being a type of media, could also affect how people perceive the realities of wealth and fame. Therefore, this study explored how Kenyan magazines construct the meaning of wealth and fame, focusing specifically on *Drum Magazine*. The study used descriptive design to attempt a systematic and objective depiction of how wealth and fame are presented in *Drum*. The study population comprised *Drum* issues printed in the 12 months beginning January 2017 up to December 2017. A non-probability purposive sampling approach was used to select informative stories relevant to the study's objectives. The study collected primary data from the travel section of *Drum*. Discourse analysis method was used to collect qualitative data from the sampled magazines. A roster of the features was printed and reviewed by the researcher for the context to be taken into consideration. Four tools were used to guide data collection, namely the Vocabulary Tool, Fill In Tool, Significance Building Tool and Topics and Themes Tool. Discourse analysis was used to analyse the collected qualitative data. The results were presented thematically according to the study objectives. The findings showed that *Drum* builds frames of fame and wealth around selected individuals even when they are not as wealthy or famous as the magazine presents them. *Drum* does not also acknowledge that there are wealthy and famous people who do not take the said vacations. Therefore, it was concluded that *Drum* was designed to serve the needs and whims of a settled urban society and help them 'dream' of a better life. Subsequently, the study recommends that the *Drum* should be impartial in the representation of all forms of wealth.

CHAPTER ONE: INTRODUCTION

The present study examines the representation of wealth and fame in Drum Magazine. As a product of print media, the portrayal of wealth and fame are endearing features in a number of magazines. Magazines form part of print media but unlike newspapers that are printed daily for the public, magazines are printed periodically and often for a specific group of people. The first magazine to be published was *Erbauliche Monaths-Unterredgunden* (Edifying Monthly Discussions) in 1663 in Germany as a first in Germany and the whole world. Since then, magazines have evolved from book-like black and white publication to colourful publications with models or other celebrities gracing their covers.

1.1 Background to the Study

In most societies around the world, wealth and fame is part of human condition and drives. Human beings are always working to acquire wealth, which is likely to lead to fame. As such, wealth and fame is our society's most powerful force, and those that have it become the super elite of our contemporary culture. Neuman (2013) has pointed out that wealth and fame is an important part of society. According to Reis, Collins and Berscheid (2000), wealth and fame is critical in the society as it influences behaviour. It is instructive to point out that wealth and fame is a defining feature of materialistic power. Here, power is used to mean ability to influence, control and even afford most of the human needs that are otherwise beyond means for majority of people. Therefore, based on the centrality of wealth and fame in the society, one expects that it would be important in social psychology and study of relationships. In as much as we acknowledge that power affects relationship dynamics, and influences interpersonal relationships, enough studies have not been done on the subject (French & Raven, 1959; Thibaut & Kelley, 2012).

In post-modernism world, wealth is manifest through someone's worth based on monetary value. Jacobs, Caraca, Fiorini, Hoedl, Nagan, Reuter and Zucconi (2018) have averred that economists consider money as a medium of exchange as it boosts one's purchasing power. Accordingly, money is a source of status and social prestige, a provider of physical and psychological security, a contributing factor to human welfare and well-being, a basis for military strength, a source of public influence and political power. However, these terms merely describe its major functions without really explaining what money is (Jacobs *et al.*, 2018). Generally, money is an evolving symbol of economic value and social power, which is believed to represent wealthy status in the contemporary society.

Adolescents and young adults use mass media largely. Figures from the United States and United Kingdom, show that they spend around 2.8 hours a day watching television (Larson & Verma, 2017). In addition, they also use other media channels (Giles & Maltby, 2013). The availability of different media channels is likely to expose individuals who can access them to a great number of influential figures.

Popular media has a big impact on most spheres of our lives. Sanders (2009) has affirmed that consumer magazines, for example, are intertwined with entertainment, fashion and music. The intertwinement makes it almost impossible for consumers to differentiate reality from fantasy when consuming these popular media forms. Similarly, television, newspaper, radio, magazines and film, are part of the mass media; though the consumers do not actively consume the information put forward by the media (Clarke, 2009). These magazines are seen mainly as a form of relaxation and pleasure; they still influence our understanding of sexuality and its changing meanings (Clarke, 2009). Thus as they are meant for entertainment they still influence perceptions.

In most societies, especially in the contemporary society, famous and wealthy people are adorable. Moreover, since media gives its audience what they want as experienced in their daily life, media uses the prominence news value to cover them. However, not every famous person is wealthy. Some are famous for their good deeds while others are famous for all wrong reasons. Either way, media has capability of nurturing character as well as character assassination in equal measures. According to Mutuku (2019), media representations shape the way we view others and issues, and even if the perception given is factually inaccurate, more often than not, we do not question because most likely it is in line with the prevailing cultural stereotype. Therefore, media representations reinforce media ideologies and consumer expectations.

Sanders (2009) has argued that digital editing has led to a world that is not real thus it is impossible to actualize or attain. The way in which media resources and provokes the general audience to interpret issues varies according to general forms and uses. Talbot, Atkinson and Atkinson (2003) has argued that media is more accessible to many audiences in recent times dominating, partly or fully replacing more traditional sources of information such as the church, trade unions and so on. Media makes powerful contributions to our understanding of what is public and what is private in contemporary life. In doing this, the media tend to naturalize these distinctions so that they appear as common sense. This clearly highlights the power of the media and reinforces media's ability to influence and contribute to our understanding and interpretation of societal issues.

Shekhovtsov (2000) has stated that mass media evidently creates a worldview that gives an insight into the nature of human beings. Pironkova (2000) concurred with Shekhovtsov (2000) and contributed to the argument by saying that mass media adds to the meaning of events in our word. According to Morley and Robins (1999), there is an tangible change in the patterns of

communication, its speed and capacity as well as in its impact and also some great revolutions in power and mass communication, how culture of media has transformed and so on.

1.1.1 Portrayal of Wealth and Fame in Magazines

Fame is a creation of mass society, which has span generations, mostly urban, in where some people are placed on a pedestal for their actions. Braudy (2016) has traced this process to Alexander the Great and the Roman Empire. Fame may be felt and achieved differently, depending on which actions an individual performs. For instance, the experiences of a pop star may vary from those of a star athlete, as pop culture and standards for fame keep shifting. Even at the ardent of history the fame of great hunters, narrators, warriors, and wizards was of great value and difficult to attain or emulate. The historical records tell the levels that individuals went to attain fame, others bordering on absurdity and theatrics (Braudy, 2016).

Framing then is an important to media since they can put forth ideologies and influence prominence by magnifying certain issues while trivializing others to create a particular agenda to their audience. According to Kendall (2011), a frame constitutes a story line or an unfolding narrative about an issue. These narratives organize experience and bring order to events. As such, they wield power because they influence how audience makes sense of the world. By the time readers and viewers gain access to media products, they customarily have undergone an extensive process of review and filtration. Kendall (2011) has further pointed out that media portrays social class in a loop-sided manner that seems to suggest that we do not receive “raw” information or “mere” entertainment that accurately reflects the realities of life in different classes. However, it shows that, audiences are receiving formulaic products that have been previously sanitized and schematized so that readers and viewers do not have to think for themselves or deal with the underlying problems of contemporary society.

1.1.2 Drum Magazine

The publishing of magazines in Kenya started around the 1970s. *Joe Magazine*, founded by Hilary Ng'weno and Terry Hirst, is an example of one of the first magazines, and artist respectively. The magazine was mostly humorous using art and fiction to comment on the political, cultural and social situation of Kenya at the time. It mainly targeted the people living in urban areas. It later tried to change its audience to include the people in rural areas but lost market and shut down in 1979. During this period, *Drum Magazine* (henceforth *Drum*) became household names dealing with social issues amongst the middle class. In the 1980s, other magazines in Kenya emerged such as *Weekly Review* that handled political and business issues. Since then magazines have become more and more popular as magazines such as *Parents*, *Homes Kenya*, *Mum and Dad* and *Her* among others joined the stands (Ibrahim, 1989).

Drum is dominant in Kenya and was initially known as *The African Drum*. Robert Crisp launched it in South Africa. At its inception, it targeted the emancipation of the blacks in South Africa. As a result, it was very popular among the middle class and politicians. Given the political situation in Kenya at the time, Kenya became a ready market for the *Drum*. It transformed from a political focus to a more social one after it was sold to Media24 of South Africa (Maloba, 2016). It transformed to become more Kenyan after Carol Mandi bought the rights to publish it locally in 2011. Marriages and couples in general is one of the focuses in the *Drum*. The couples featured are those of very popular Kenyans and in most cases famous. This is intentional as the magazine targets to influence young people in the dating scene in Nairobi and its surroundings. It has so far featured couples such as 'The Tujus' in 2011, 'The Arungas' in 2010 and 'Radull and Mike' in 2009. The magazine has since influenced very many people through its publicity (Ma-

loba, 2016).

1.2 Research Problem

Media plays an increasingly greater part in the modelling of behaviour, especially for young people (Stern, 2005). Often, young people are described as reading magazines for the purposes of entertainment, identity formation, sensation-seeking, coping, and youth-culture identification (Stern, 2005). Research has supported the idea that adolescents use media to help define the world around them (Arnett, 1995; Brown, Halpern & L'Engle, 2005). Less able to separate reality from fantasy, teens are more likely to respond to the images and archetypes they see and read on magazines shows and believe this is normal life (LaFerle, Edwards & Lee, 2000). It is not surprising then, to suggest that magazines and media could also affect the way young people perceive the reality of dating and modern romance.

Magazines are popular across the world though a review of the literature on media representation of young people indicates that this program genre does not fully receive deserved academic attention in this field. Most people desires a fulfilled life, which leads some people to do anything to achieve this. The study gap is therefore the exploratory desire to understand how these magazines construct the meaning of wealth and fame.

There are few studies, however, that have studied the discourse of fame and wealth more especially using the discourse analysis model to provide an understanding on the idea of fame and wealth such as Ruiz-Gomez (2019). Studies of discourses of wealth and fame in Kenya are scarce, thus an opportunity is available to explore the discourse of fame and wealth as portrayed in magazines specifically *Drum*.

1.3 Objectives

1.3.1 Broad Objective

The purpose of this research was to critically analyse the discourse of wealth and fame in *Drum*.

1.3.2 Specific Objectives

The study sought to fulfil the following specific objectives:

- i. To establish how *Drum* portrays fame and wealth
- ii. To critique discourses of fame and wealth as used in *Drum*

1.4 Research Questions

The research was guided by the following questions:

- i. How does *Drum* portray fame and wealth?
- ii. What is the discourse of fame and wealth as used in *Drum*?

1.5 Significance of the Study

This study contributes to theory of wealth and fame since this study sought to explore the discourses in the various issues of the magazines, how they are interpreted, and the effect of these messages to their audiences. While building on the existing discourse on wealth and fame in Kenya, this study formed a reference point for serious academic discourse. The study opens up discussion about wealth and fame and encourage further research amongst scholars. This is informed especially by a dearth of academic research on the portrayal of wealth and fame in magazines.

The study envisages that the findings ascertains how wealth and fame is represented in magazines. In this regard, it was important to analyse the relationship between media, wealth, and fame because media and communication are important components of contemporary life. By

examining a magazine such as *Drum*, the research seeks to establish how wealth and fame is (re)presented.

1.6 Scope of the Study

This study focused on the way the discourse of fame and wealth is portrayed in magazines. The study used *Drum*, which is a monthly production magazine that is read in the Kenyan society across all social status. The magazine received an estimated 1.2 million readers per issue. Although it would have been better to use varied productions, the time scope to carry out this research did not allow comparison of many print productions to reveal varied ideologies of different media. In addition, the study findings is sufficient tom draw generalizations regarding the portrayal of wealth and fame.

CHAPTER TWO: LITERATURE REVIEW

This chapter is a critical reading and analysis of literature related to the problem under study. Literature review involves revisiting and analysing other scholars' work related to representation of fame and wealth in the media in general and magazines in particular. In addition, the chapter explored the theories that guided the study.

2.1 Discourses of Fame and Wealth

This section addresses itself to scholarship related to wealth and fame. In the main, the section focuses on societal view and perception of wealth and fame. Mooney (2017) has stated that wealth is may be the most admired and highly desired indicator of success and individual achievement. According to Mooney (2017), money is then believed to stand for human value(s) in a clearly identifiable and measurable manner. It is also noteworthy to point out that we are not ruling out other measures of success in the society. However, while other means of social capital may be both long lasting and rewarding, the equating of wealth to goodness is hegemonic hence; famous and wealthy people have thud created fascination and are therefore admired across cultures (Mooney, 2017).

Advances in technology such as the big screen or TV have created cultural shifts, and in turn, each has brought the creation of a new set of idols in larger numbers than before (Duffy, 2017). In today's increasingly digital world, we are witnessing the explosive growth of this generation's new idols who owe their fame to social media, better known as social media influencers. This has resulted in an unprecedented number of fame-seekers using social media as the gateway to self-promotion (García, 2017), even if in reality only a few get the kind of recognition that can be converted into money. Despite of this, not all forms of attention lead to profit on social media. Social media has given ordinary people the tools to sell the self a spectacle and get

instant rewards through followers and subscribers. The individual has to upload material and photos constantly in order to convert the self into an online sensation thus earning from it.

Fame is not only a feature in contemporary society. For instance, heroes in the past were revered and envied by the people. Heroes have some form of greatness and basic humanness, which ordinary people tend to be curious about (Lindberg, Maddow-Zimet & Boonstra, 2016). For instance, during ancient Greece, fame was achieved through language. Language was a hot topic and decisions were made through speech acts such as deliberations and voting. This was a political skill of the age and those who could speak or write well could influence public debates. No wonder an outspoken thinker entered the agora to declare that language can be used as means to not only to influence, but also to understand humans (Suurmond, 2005). Accordingly, Aristotle observed that spoken words are symbols of mental experience and written words are symbols of spoken words (350 BCE, p. 1). Plato and Epicurus argued about the exact meaning of words but all shared the assumption that terms have meaning insofar they refer to the 'essences' of things. However, this idea was challenged in 20th Century by language philosophers (Suurmond, 2005).

Holmes and Redmond (2016) have opined that the mass media has the singular potential to set agendas for society in which they are embedded. It may not tell us what to think, but they have become successful in telling and suggesting to the reader what to think. Similarly, the media confers status on personalities by placing due or undue importance on them, thus increasing their exposure and power. A plethora of studies has also indicated that media influence and encourage its audience to adopt new practices, worldviews and identities through framing more salience on their preferences.

Younger generations are perhaps affected the most by the culture of the famous since

most of them are still in that contemplative age. This is the age of uncertainty, negotiating future goals and aspirations. What young people are exposed to during their youth, what skills they learn and what skills they develop are very important in shaping their identities (Rojek, 2012). One of the ways in which young people express their youthfulness in today's youth culture is through new technologies and the media. Young people seek to define who they are through what they wear, their peculiar jargon, experiences, hairstyles, group associations among others. Accordingly, images from the media such as magazines often provide the external basis from which young people will benchmark their thoughts, dreams, opinions, preferences, and associations (Cashmore & Parker, 2013).

2.2 Portrayal of Fame and Wealth in Magazines

The depiction of fame and wealth in magazines forms the basis of the discussion in this section. De Vreese (2005) has suggested that both framing and media frames can also be studied as a communicative process. This is because both framing and communication are dynamic, ever-changing and fluid and they consist of frame building and frame setting. Conceptually, frame building encapsulates all those aspects of news and information that determine the internal structures of each news story. Frame setting, on its part, involves the interactions in print media frames as well as the comprehension and dispositions of readers of newspapers. In particular, frame setting helps readers to translate news stories about wealth and fame in the newspapers. According to De Vreese, frame setting has been investigated thoroughly in an attempt to explore and capture the scope and circumstances under which audiences reflect and mirror the media frames availed to them.

Ross (2010) has indicated that the news media routinely reinforce dominant norms and values prevailing in any society. This is normally achieved through news analysis and evalua-

tions, and not just a mere reporting of events or facts. According to Nesbitt-Larking (2007), news analysis and evaluations of fame and wealth, for instance, involve filtering, selecting, and emphasizing certain events in an article. De Vreese (2005) has also argued framing is a central component of this process since news and media frames determine what is excluded, what is included, what is seen as salient and what is regarded as being unimportant and, thus, de-emphasized and discarded. Framing happens because no single story concerning fame and wealth can be described in its entirety within the limited space and time demands in media organizations. In this case, space and time constraints compel media practitioners especially in the print media to use frames, stereotypes, and shortcuts. In so doing, they ensure the gist of any story about wealth and fame is comprehensible to the readers (Nesbitt-Larking, 2007).

It is instructive to point out that media in general plays a significant role in influencing people in different ways. On the place of media in the society, Oates (2008) and Corner and Pels (2003) have observed that all societies communicate, share, and attempt to come to terms with social issues through the mass media. For example, the media is pivotal in politics since it provides the public sphere in which the identities and qualities of different political leaders are either constructed or/and deconstructed. In addition, qualities are used as criteria to disqualify certain individuals from becoming public political office-bearers. To this end, it can be said that the media influences how voters conceptualize political issues as well as their political leaders (Ramsden, 2006). Similarly, in terms of the (re)presentation of wealth and fame, the media greatly influences the conceptualization and worldview of its audience. This happens in the manner in which wealth and fame is interpreted, viewed and even envied by those who are incapable to afford.

In the contemporary society, the media provides its audience with words and phrases that

they in turn use when describing matters related to wealth and fame. The question that arises from such an observation is whether the audience readily accepts, consumes and models what the media provides for them. If this is the case, then the same implies that the audience is composed of irrational consumers of material and information. According to Popkin (2004), people do not always make inferences about wealth and fame based solely on what they listen to, see, and read in the media. This is because people are rational enough to make their own independent judgments about wealth and fame and all other social issues that confront them daily.

The portrayal of gender in media has also been a debatable and curious topic. Scholars, such as Murray (2010) and Leeper (2011), have argued that there are major gender differences in the way the media covers the views of females compared to their male counterparts. For example, most of the media tends to give less coverage as well as low priority and prominence to the views of females as compared to their male counterparts. Moreover, if there is coverage of female views, it is likely to be negative and stereotypical (Carroll & Schreiber, 1997). Leeper (2011) similarly noted that stereotypes are usually employed when females are framed as being more competent at handling such issues as poverty, education, and environment, childcare and healthcare while males are framed as being more adept at dealing with issues related to the economy, foreign policy, national security, and defence.

Diekman and Eagley (2000) observed that research on stereotypes and the use of gendered terms suggest that males are perceived generally as possessing instrumental traits. Some of the traits include boldness, rationality, unemotional, hardworking, untrustworthiness, vitality, competitiveness, effectiveness, toughness, intelligence, aggressiveness, knowledgeable, independence, and ambitious. On the other hand, the expressive traits associated with females include gentleness, honesty, weakness, attractiveness, passivity, emotional, uninformed, and unintelli-

gence (Carroll & Schreiber, 1997; Khan, 1996).

Additionally, the media has ability to sensitize, inform and agitate for change. This therefore requires that the public can use media to advance different agenda pertinent to their experiences and society. For instance, women should be able to count on media to promote gender parity and diversity in content and to refrain from stereotypical portrayals. Ross and Carter (2011) and Winseck and Jin (2011) have argued that the creation, production and control of media content are still largely dominated by men. In addition, media proffers a damaging representation of women due to the limited number of women media professionals. This infers that women in magazine media may be represented in a way that suits those controlling media's production process. Gender biases and prejudices have become so endemic in media production that most stories are conveyed through the voices of men. This emphasizes the power of the media and the numerous spheres that media influence.

Prominence is a news value that is applied to determine newsworthy gestures which in turn forms an aspect of fame. Temple (2010) argues that even though all human beings were created equal, there are some that are more newsworthy than are others. This may be so because of their public position, entertainment value or unusual traits. According to Temple (2010), people who have achieved greatness attract readers' interest, the famous and the infamous exercise special appeal to the public. It is for this reason that magazines are fond of using famous people to attract more sales.

2.3 Interpretation of Wealth and Fame in Magazines

In order to understand the (re)presentation of wealth and fame in the study, there is need to understand the meaning and comprehension of the same by the audience. McQuail (2010) has underscored the need to assess the role of media in society. According to McQuail, there is a

need for analytical rigor in addressing issues relating to the power and influence of media. This is informed by the fact that the representation of events and issues, as well as how audiences interpret them, contribute to the shaping of opinions and views.

The media provides information and enjoyment to audiences who rely on media to provide a conceptual representation of the world. Geraghty (1996) has argued that in order to understand media, one has to assess issues such as priority of media content, ownership and profit making and impact of media messages on how people contextualize everyday issues. Geraghty's (1996) ideas advanced in the *Report on Transformation of Print and Digital Media* were germane to this study since the study employed them to assess and explore the representation of fame and wealth in magazines and its influence on identity construction.

Media undoubtedly plays an important role in constructing identity. Durham and Kellner (2001) have averred that products of media culture provide material out of which we forge our very identities; our sense of selfhood; our notion of what it means to be male or female; our sense of class, of ethnicity and race, of nationality, of sexuality; and of 'us' and 'them'. In this regard, media products construct social life, which in turn is appropriated by audiences (Habermas, 1989). In this case, media products shape the audience's perception of people, issues and events and affects the audience's lives in immeasurable ways.

According to Mooney (2017), being wealthy is then a matter of possessing the right information and behaviour. The process of becoming wealthy involves audiences changing their worldview and its laws, thinking about their interactions to this world from a different viewpoint and forming a different identity. Therefore, the steps to becoming wealthy, supersedes the need to accumulate money, but inclines to an effect (Mooney, 2017). Mooney further argues that the functions of language is ideational making it possible to link texts in a wider social context and

to conceptualize them as connected to particular practices, principles (worldviews), motivations and effects. This study, therefore, examined how *Drum* (re)presented and promoted notions of fame and wealthy.

2.4 Theoretical Review

This study was guided by the Framing Theory.

2.4.1 Framing Theory

The Framing Theory was first used in the social sciences by Bateson (1955). He employed the concept of “frame” to describe how presumptions influence how people interpret and assess a given situation or object. The framing information theory states that media does not present an objective view of the world. News frames are portrayed at two levels: as principles mentally stored for processing information and as a characteristic of news text. This shows how the media resulting in a completely different outcome can manipulate similar incidents. The most effective international mass media propaganda relies upon framing rather than on falsehood. By bending the truth rather than breaking it, using emphasis and other auxiliary embellishments, international media create a desired impression without resorting to explicit advocacy and without departing too far from the appearance of objectivity. Framing is achieved in the way the news is packaged, the amount of exposure, the placement (front page or buried within, lead story or last), the tone of presentation (sympathetic or slighting), the headlines and photographs (Thussu, 2002).

Frames are developed by providing, repeating and thereby reinforcing words and visual images in reference to some ideas and not others. Frames work to make some ideas more salient, others less salient and others invisible. A frame, therefore, is defined as a central organizing idea for making sense of relevant events and suggesting what is at issue. Media frames, which are

largely unspoken and unacknowledged, organize the world both for journalists who report it and, to some important degree, for those who rely on their reports. There can be more than one frame in a single news story. This could be sponsored by the journalist in the lead sentence that he or she chooses or the sources quoted. The sources are also potential sponsors of certain frames and their statements depend on which frame they sponsor (Thussu, 2002).

Several studies have pointed out that framing emanated from cognitive psychology and anthropology before it was adopted in other fields such as communication. In Mass communication, news value dictates what is considered as newsworthy. Therefore, even though anything can be news, the gatekeepers limit on what becomes news using news value as a yardstick (Mutuku, 2019). Consequently, some events are covered while others are ignored. Tuchman (1978) argued that this could be compared to the case of a photographer who chooses which lens to take which photo and which affects a photograph. The journalists similarly choose news frame in a way that eventually affects the way reader's views and understand a story angle and frame. Bonn (2010) observed that media bring audience attention to specific aspects of an issue while at the same time excluding other elements in the articles; hence, the media gives meaning to issues.

Media has power over the cultural internalization of meaning by its portrayal of what is represented, and the coverage it receives along with the implied message (Hall, 2002). The media shapes and frames the audience's perception of the real world. Media sets standards to society as to what is more valuable, modern and commendable so that society can emulate. According to Hall (2002), as a society, our maps of reality are dictated by what we see through the media. Therefore, media is viewed, as an ideological apparatus that uses representation to bind society to sovereign powers by will rather than pressure.

Hall (2002) argued that the control of news content feeds implied meanings by those it

represents as well as by those underrepresented. This is achieved through news selection, use of frames and other mediated techniques used by the news gatekeepers. This subtly promotes certain norms, values, ideologies and perspectives while downplaying others. This explains how preferred mediated perceptions on certain societal issues, values, ideas and viewpoints see the 'light' of the day while others are 'killed' (Mutuku, 2019).

CHAPTER THREE: RESEARCH METHODOLOGY

This chapter explains the entire process that the researcher used to obtain the information as well as data collection methods and data analysis. This includes the research approach, study population, data collection technique and data analysis method and presentation.

3.1 Research Design

According to Wyke (2013), research design articulates what data is required, what methods are going to be used to collect and analyse data and how this is going to answer the research questions. Using descriptive design, this study systematically and objectively established a factual picture of how wealth and fame is presented in *Drum* magazines in Kenya. The research used discourse analysis approach to collect data. Discourse analysis was chosen for this study based on Gee's (2011) argument that discourse analysis is more trustworthy and valid method as the analysis offers compatible and convincing answers. Thus, it gives a clear way of identifying the presentational choices being put forward.

3.2 Study Population

The study population was the *Drum* issues printed for a period of 12 months starting from January 2017 up to December 2017. These are one of the most recent publications and therefore painted a clear and immediate picture on presentation of fame and wealth in the magazine. A discourse analysis of travel section in the magazine was done. Texts and images that depicted fame and wealth in this section were chosen for analysis.

3.3 Sampling Technique

A non-probability purposive sampling approach was used. According to Mugenda and Mugenda (2003), non-probability purposive sampling technique allows a researcher to use cases that have the required information with respect to the objectives of the study. Therefore, informa-

tive stories, relevant to the study's objectives, were used.

3.4 Data Collection Methods

The study collected primary data from *Drum* on the travel section. Discourse analysis method was used to collect qualitative data from the sampled magazines. A roster of the features was printed and reviewed by the researcher for the context to be taken into consideration. Data was collected using James Paul Gee (2011) discourse analysis toolkit. Four tools were used on the study to bring out how *Drum* (re)present fame and wealth. These tools were: Vocabulary Tool, Fill In Tool, Significance Building Tool and Topics and Themes Tool. The vocabulary tool examined the text in terms of style, register and the purpose for the given communication. Significance Building Tool was used to examine how *Drum* build up or lessen significance (importance, relevance) for fame and wealth in text. Topics and Themes Tool was used to examine how *Drum* creates fame and wealth theme in text. Fill in Tool on the other hand, was used to analyse images in terms of elements that seemed to be an important "part" out of which the whole image was composed. Gee (2011) argued that any image communicates (has meaning) only in context and leaves much "unsaid," assuming it will be filled in by people's knowledge of the context, including their cultural knowledge and former experience with such images.

3.5 Data Analysis

Discourse analysis was used to analyse qualitative data generated by the study. In particular, focus was on the contents of the sampled magazines concerning fame and wealth. The results were presented thematically and in a narrative format in accordance with the specific objectives of the study. Discourse analysis was used to analyse texts and images in *Drum* magazine. A content analysis study has to adhere to scientific rigor to be considered effective. Neuendorf (2002) has asserted that for content analysis to be scientific, it needs to conform to various criteria con-

sidered to be acceptable in a scientific method, namely: inter alia being reliable and valid. The texts and images containing specific discourses were described, interpreted and explained in detail before conclusion was made.

3.5.1 Reliability

Discourse analysis is reliable method of data collection and analysis. This is because discourse analysis is more trustworthy and valid method since the analysis offers compatible and convincing answers. Thus, it gives a straightforward way of identifying the portrayal of fame and wealth. The study used clearly stipulated discourse analysis tools in data collection and analysis to ensure validity and reliability of the study that can be replicated.

3.5.2 Validity

Validity is described generally in research texts, as the degree to which a particular research instrument measures what it needs to measure (Leedy & Ormrod, 2005). Various measures for determining validity exist. Neuendorf (2002) identified five types of validity, namely: external validity, face validity, criterion validity, content validity and construct validity. The study used face and content validity. Face validity is the extent to which the measure fits what is expected, or generally believed to be true (Krippendorff, 2004). Content validity refers to the degree of completeness of the measure, in other words, whether it manifests everything the concept represents (Neuendorf, 2002). In this study, content validity was measured in terms of the comprehensiveness of the category descriptions.

Discourse analysis is argued to be more valid than other methods since it can be applied to related sorts of data. This includes being able to make sense of what has come before and after the situation being analysed and being able to predict the sorts of things that might happen in related sorts of situations. Part of what makes a discourse analysis valid, then, is that the analyst is

able to argue that the communicative functions being uncovered in the analysis are linked to grammatical devices that manifestly can and do serve these functions, according to the judgments of "native speakers" of the social languages involved and the analyses of linguists.

3.6 Ethical Considerations

My research dealt with documented information, which is available in the public domain. The celebrities covered in this research are public figures and, as such, the researcher ensured that their privacy was not intruded. The research was limited to the *Drum Magazine* with citation from relevant sources to bolster the researcher's objectivity. The researcher also observed the University-recommended APA citation and plagiarism requirements.

CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter focuses on the analysis of the collected data guided by the research objectives. The data was collected from copies of *Drum* published between January and December 2017. According to Nesbitt-Larking (2007), news analysis and evaluations of fame and wealth, for instance, involve filtering, selecting, and emphasizing certain events in an article. In this regard, travel section of the *Drum Magazine* was chosen for critical analysis in the study. Besides, this study did not analyse celebrity stories because of the assumptions on their direct association with fame and wealth, hence, feature stories on travel destinations were most appropriate hence their selection. The study used James Paul Gee's (2011) discourse analysis to analyse features basing on three tools, namely Vocabulary Tool, Topics and Themes Tool and Significance Building Tool. The feature images were analysed using Fill in Tool. The findings were represented through discussion in the following sections below.

4.1 Portrayal of Fame and Wealth in *Drum*

Using the four tools of discourse analysis, the examined how the magazine portrayed fame and wealth in its pages. The findings from the primary texts is presented guided by the three tools as advanced by discourse analysis starting with the vocabulary tool below.

4.1.1 Vocabulary Tool

Vocabulary tool was used to assess words, the styles, word types and the register used in portraying wealth and fame. This approach is significant as it facilitates the analysis of how the vocabulary used contributes to the message in the portrayal of fame and wealth. In my endeavour to find out vocabulary used, all the travel features in *Drum Magazine* published in 2017 were analysed individually before a conclusion was made based on the portrayal of fame and wealth in the magazine.

Figure 1

June 2017 Issue

TRAVEL

STARS ON ISLANDS

WHEN IT COMES TO WORLD TRAVEL AND VACATIONING, ISLANDS ARE THE GO-TO GETAWAYS FOR MOST TINSEL TOWN CELEBRITIES. WHETHER IT'S JUST TO ENJOY A GLASS OF BUBBLY ON THE WHITE SANDY BEACHES OR A MYRIAD OF WATER ACTIVITIES. BY MARCIA OMWINA

BORA BORA

This is one of the most sought after celebrity vacation destinations and honeymoon paradise. Bora Bora has attracted celebrities such as Nicole Kidman, Eva Longoria and Sharon Stone. With its lush mountains, it looks like a green jewel dropped in an azure water expanse. The French Polynesian Island boasts breathtaking lagoons and over the water bungalows in upscale resorts. It is also a diver's paradise with numerous water activities, including scuba diving, deep sea exploration and snorkelling, to be enjoyed.



BALI

Referred to as the Island of the Gods, Bali has something for everyone: A cultural and deeply spiritual experience from the ancient temples, meditation retreats, white sandy beaches for relaxation, kaleidoscopic sunsets and sunrises, backpacking trails in the serene countryside. Chris Pratt and Anna Farris exchanged wedding vows on this island.

THE MALDIVES

If you are seeking a tropical getaway, this is it. The breathtaking blue green waters of Maldives are home to the whale shark and over 2 000 fish species. This island of unending beauty offers seclusion (which most celebrities seek during vacation) and serenity in luxurious resorts on private isles. These, together with the world class spas and white sandy beaches, have made Maldives a favourite for celebrities like the Beckhams (David and Victoria) and Tom Cruise.



PHOTOGRAPHS: CONDENAST.CO.UK; TRIPADVISOR.COM; TRAVELINPLEASURE.COM; WIKIMEDIA.ORG; TRVL-MEDIA.COM; TURTLEPIJICO.COM; TELEGRAPH.CO.UK



CRETE

With its pink sandy beaches, charming oceanfront villages and bewitching scenery, Crete is the largest island in Greece. It is a historical and mythical place believed to be the birth place of Zeus the god of thunder, according to Greek mythology. The museums and archaeological sites bring the past to life in this popular tourist destination. Elounda Bay on Crete has some of the most expensive hotels in Crete. Visiting the island? Try out Elounda Bay Palace where Lady Gaga stayed for an A-list experience.



ST. BARTS, FRENCH WEST INDIES

Although it's just a 12.8-kilometre stretch on the Caribbean Island, St. Barts has become one of the hottest celebrity destinations in the world. It is a luxury vacation getaway for A-listers such as Matt Damon, Simon Cowell and Tamara Mellon, and renowned billionaires like Roman Abramovich. These celebrities enjoy high-end shopping, yachting and the glitzy nightlife, so be prepared to splurge if you are planning a trip to St. Barts. **D**

Figure 1 above is taken from the June 2017 issue. In this publication, the magazine had its travel feature headline as “Stars on the Islands”. The use of this headline was deliberate to connote the fame that comes with travelling to exotic places. The word ‘stars’ here is used to elicit different interpretations and meaning associated with travel. Ordinarily, the word star is used to imply people who have achieved much, excelled among others. Therefore, in this con-

text, the word star is used to connote celebrity status possible from the celebrities who had visited these islands. Another form of fame was depicted when the writer said that Islands are the to-go gateways for most tinsel. The word ‘most’ used here depicted prominence. Six islands were discussed in the June issue; Bora Bora, The Maldives, Bali, Crete (Greece), Turtle Island (Fiji) and St. Barts (French West Indies).

The travel feature in the June 2017 publication used words that connoted preponderance through use of superlatives to depict fame and wealth. For instance, Crete is the largest Island in Greece, thus making it famous to stand out over the other Islands in Greece. In terms of wealth portrayal, Elounda Bay has some of the most expensive hotels in Crete. The word ‘expensive’ depicted luxury and extravagance. Turtle Island (Fiji) was termed as one of the most tranquil places on earth, hence making it famous in terms of tranquillity. While St. Barts (French West Indies) was said to have become one of the hottest celebrity destinations in the world, thus, portraying fame that comes with celebrity status. Bora Bora was said to be one of the most sought-after celebrity vacation destinations and honeymoon paradise. The usage of the word ‘most’ and the inclusion of celebrities in the sentence above depicts fame.

The February copy in Figure 8 had its title as “Going West.” This was based on traveling to West Africa and Senegal in particular. Senegal is said to be rich in culture and history. Although there are other larger slave trade points in West Africa, Goree stands out due to its strategic position and its historical relevance. In making Senegal stand out than the rest of West African countries do, the feature captured the fame of having Senegal as a destination.

In the February issue, fame and wealth is portrayed by referring to features such as monuments as ‘the majestic African Renaissance monument’, which is Africa’s tallest statue. In addition, fame and wealth in the February copy is depicted by the mention of Ifan museum of African

Arts. The museum is the oldest museum in West Africa. Of note here is that museums symbolize rich culture and history especially in Africa. Furthermore, fame is depicted in the February issue when Goree Island is referred to as ‘the house of slaves.’ The use of the definite article implies that the Island is known to the reader or audience.

The same Island was termed as a UN World Heritage site, thus, making it famous through association. Fame is also depicted by pointing out that ‘World leaders’ such as Barack Obama and Nelson Mandela made courteous visits to the island. The inclusion Obama and Mandela, revered world leaders of their times, is associated with fame. This is because the same Islands have been visited by other people but since they are not famous, they are not mentioned. Therefore, by mentioning Mandela and Obama, the publications seem to persuade the audience into visiting the Island.

In terms of wealth portrayals, Senegal is one of the African countries that is rich in culture and history and full of hidden treasures in its museums. Wealth was also portrayed in terms of slave trade and how one’s price was determined, depending on their gender. According to the article, the price of male slaves was determined by their build and the female by their virginity.

The cost of African Renaissance Monument, which was said to \$27 million, also depicted wealth and power as it was calculated in terms of money using the most powerful currency in the world, the dollar. Jacobs *et al.* (2018) have pointed out that money is always changing in the ways it represents value in terms of power and economics thus it is believed to stand for wealthy status in our current world. Wealth is also represented by the words ‘majestic’ and ‘grandiose’ to represent power. Jacobs *et al.* have observed that money then stands as the overall power and means for a society to achieve its aspirations and goals in every aspect of life. Money and society have interdependence where one of the entities cannot exist exclusively.

In the October-November Issue in Figure 3, fame is depicted when funicular was described as the ‘shortest’ passenger railway in the world. The Nikola Subic Zrinski Square is also said to have the ‘oldest’ meteorological post, hence, giving it fame. Likewise, Plitvice Lakes National Park portray fame when it is said to be the ‘oldest park in Croatia. In addition, fame is also represented when Veliki Slap is said to be the ‘largest’ waterfall. Through carefully selected vocabulary, the feature capture what they want to advance and exclude what they are not interested in. According to De Vreese (2005), media frames determine what is excluded, what is included, what is seen as salient and what is regarded as being unimportant and, thus, de-emphasized and discarded.

Fame was also depicted through exclusion, especially when the Stone Gate was described as ‘the only old town gate built in the Middle Ages that’s still intact.’ The Ban Jelacic symbolized fame as it was said to be ‘the main marketplace back in the day.’ Therefore, its name also depicts fame as it is named in honour of Ban (Governor). In similar vein, fame is also created through inclusion. The mention of the Governor’s palace and the Croatian Parliament depicted prominence and power. In 1979, Plitvice Lakes National Park achieved the prestigious status of being named a World Heritage Site by UNESCO, thus, making it prominent. Similarly, while describing the Old Town walls, the writer says that the walls had been featured in ‘the popular series Game of Thrones’ thus depicting fame. In terms of wealth depiction, Croatia was said to be blessed with stunning landscapes, rich culture and history.

The August Issue in Figure 5 featured Adventure to Durban. This issue represented fame and wealth in different ways. The mention of the Big Swing ride as the ‘tallest’ swing in the world depict fame. We are also informed that the Wilson Wharf at Durban harbour is the ‘busiest’ port in Africa, thus, making it famous. The Moses Mabhida Stadium portrayed fame as it

was said to have hosted the 2010 FIFA World Cup. This was a world football competition thus, making the stadium prominent by association. In addition, the Durban sunny weather throughout the year makes it famous where it is emphasized that it has endless summer. Wealth was presented through the mention of rich culture and art, museum, goldmines, luxury yacht and adventurer's paradise. Luxury yacht brought about class.

In the May Issue (Figure 6), the feature on what to do in the city of gold was analysed. Fame is depicted in several ways. Fame is built in the town of Johannesburg as it is referred to as the 'largest' city in South Africa. One of these claims to fame is said to be located on one of the 'largest' gold reserves in the world. In addition to fame on this claim, wealth is also depicted in the publication. There is also portrayal of Mandela as a world's 'greatest' statesperson.

The Monte Casino as referred to in the publication is used to depict fame it has hosted some of the international performance. The use of the 'Mandela' in Mandela House is used to advance the discourse of fame. In addition, the publication also advances its depiction of fame by referring to Hector Pieterse, who was 'one of the first' students to be killed during the Soweto uprising in 1976. Lastly, we have the mention of Moyo Restaurant, which is given prominence as it is said to be 'one of the few' restaurants on the continent that pay true homage to Africa's culinary tastes.

Wealth was depicted in this feature in terms of gold reserves and gold museums. There were also other kinds of museums in the feature that portrayed wealth in terms of the people's culture and history. In the mention of Mandela House, there is also reference to treasured possessions that depict wealth. Wealth is also depicted in the Soweto Tour where it is said that some of South Africa's 'wealthiest' people live.

In the January Issue, as shown in Figure 7, the magazine discussed beaches that were said

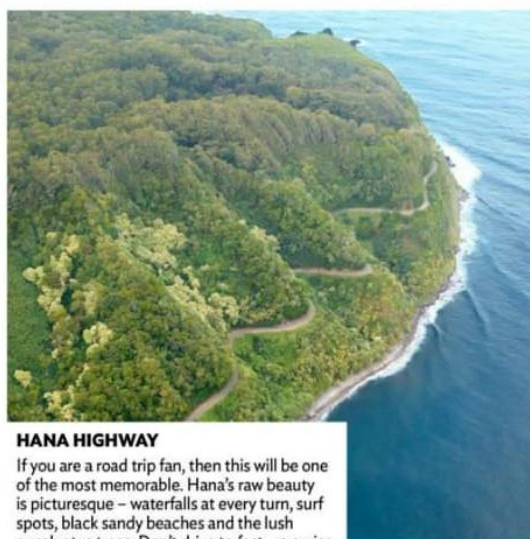
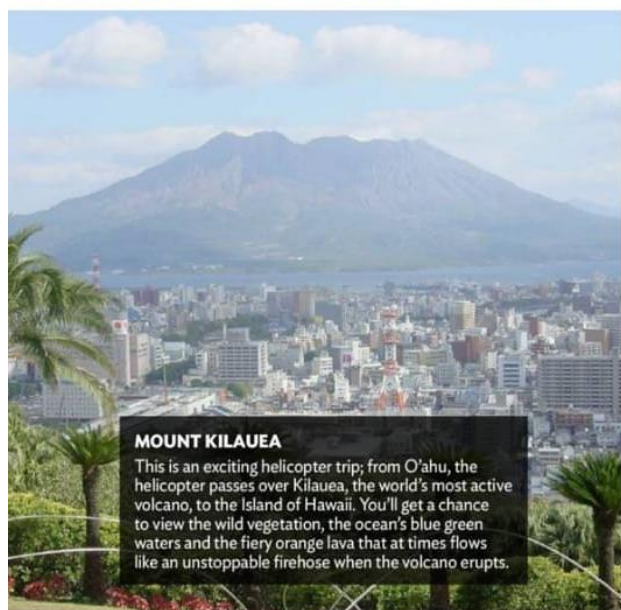
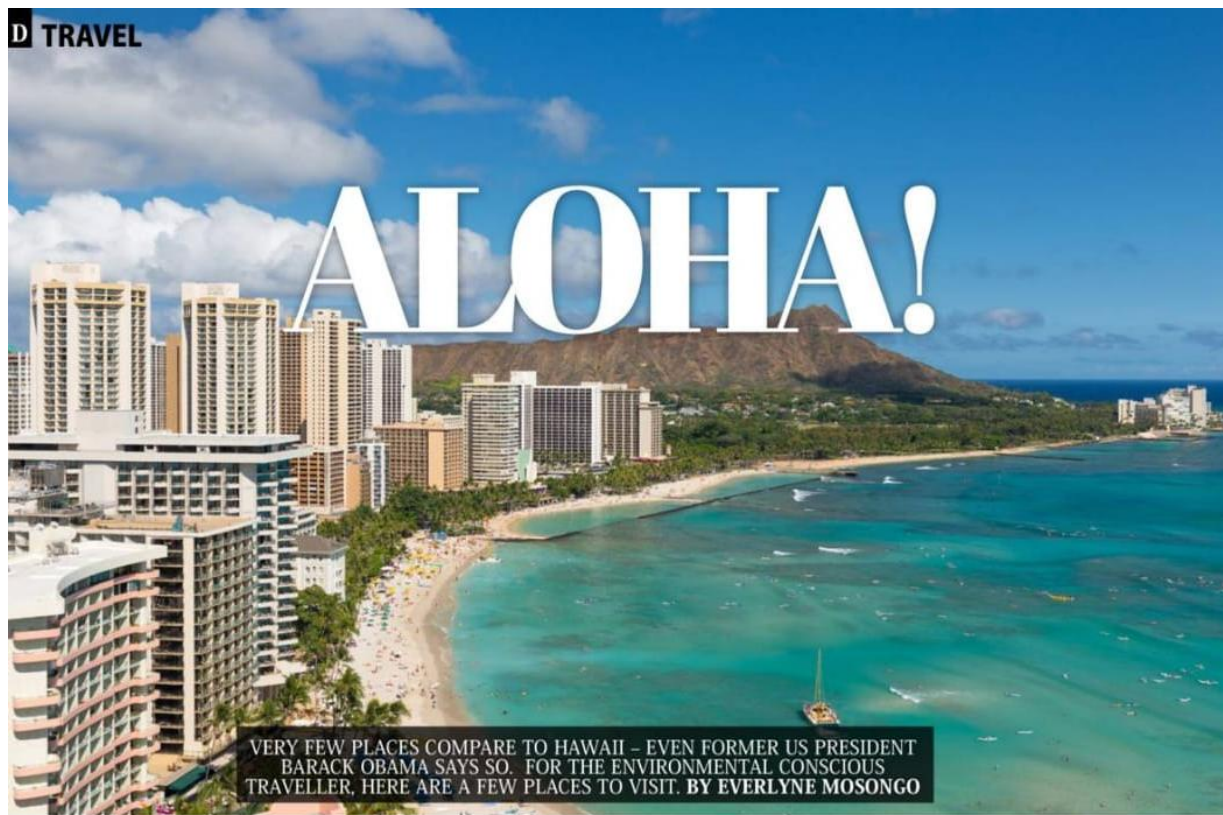
to be 'the best' in Africa, hence, giving them fame. This meant that there are other beaches but the ones that were discussed stood out above the rest. For instance, Watamu is said to be packed with world-class kite boarding locations and sea life. Use of the word 'world-class' represent fame, wealth and class. The inclusion of Malindi Marine Reserve Park is a clear indication of fame and wealth. Reserve Parks are believed to accommodate different animal and plant species, thus a rich ecosystem.

In addition, the description of Watamu as having snorkelling and diving areas around the offshore coral formations is key in understanding readings of fame. Other places mentioned in the feature include Nungwi, which is said to be a popular holiday destination, Belle Mare is described as 'one of the longest' stretches of beach on the island. Therefore, the unique features portrayed in different places in the Island set it apart from others, hence, making it famous. In this feature, wealth is represented in Banana Beach where one is expected to spend money to rent bamboo Salas for 'fancy' camping. The word 'fancy' as used here implies extravagance and class for those who can afford.

In April Issue (Figure 4), fame is implied when a perfume is said to be 'the coveted Chanel No.5'. The use of article 'the' followed by the word 'coveted' before the mention of the perfume's name gave it fame, thus, it looked so special, fashionable and most sought. Wealth that touches on class is depicted through the advice that government owned spice farms were affordable as compared to private owned. The advice that one should carry enough money meant that one should prepare themselves to spend generously while in this place. Buying spices from the farms is presented as extravagance since the farms are said to be more expensive than in Stone Town.

Figure 2

March 2017 Issue



PHOTOGRAPHS: NATIONALGEOGRAPHIC.COM, HAWAII-GUIDE.COM, HAWAIIIMAGAZINE.COM



KAILUA KONA

Dolphins are the cutest, most intelligent animals. If you'd like to swim with them, or try out snorkelling and make lasting memories, a trip to Snorkel Kona, one of the world's best reefs, should be in the books for you. Other than dolphins, if you're lucky, you can also spot the humpback and pilot whales.



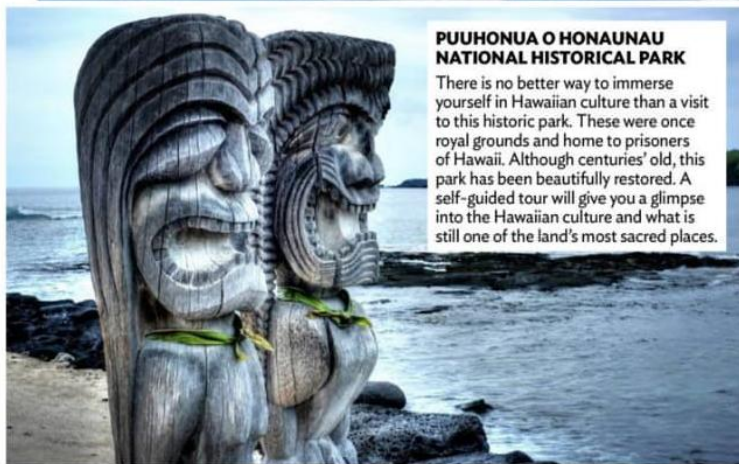
TRAVEL **D**

HULIHEE PALACE, HAWAII ISLAND

Want to travel back in time to the Victorian era? A visit to the Hulihee Palace, located in the seaside historic village of Kailua, will take you there. This palace that was built in 1838 was once a vacation home for the monarch. Currently, it is a museum that holds treasured artefacts, furniture and ornaments from the Victorian era.

O'AHU SUBMARINE TOUR

If you love the underwater and sea life, then you'll love a submarine tour in Waikiki, which is located in O'ahu. You'll get a chance to see stingrays, eels, green turtles sharks and yellow tangs. This is a coast guard approved trip so you'll be in good hands.



PUUHONUA O HONAUANAU NATIONAL HISTORICAL PARK

There is no better way to immerse yourself in Hawaiian culture than a visit to this historic park. These were once royal grounds and home to prisoners of Hawaii. Although centuries' old, this park has been beautifully restored. A self-guided tour will give you a glimpse into the Hawaiian culture and what is still one of the land's most sacred places.

TRAVEL TIPS:

- Hawaii uses the American dollar, but MasterCard, Visa and American Express cards are acceptable in most locations.
- Dressing is casual, so leave the ties and suits behind.
- Tipping is welcomed – a 15 to 20 percent tip in restaurants is standard.
- You don't need any vaccinations to enter Hawaii, however, leave your pets behind as they will be quarantined.

In the March issue as shown in figure 2 above, present fame and wealth as a motivation for one to travel to Hawaii. Hawaii is given accolades to entice the reader to make a visit. The writer uses comparisons that give Hawaii fame. It was said, "Very few places compare to Ha-

waii.” The elevation of Hawaii is advanced by the inclusion of a famous and powerful person- ‘Obama’- who is said to have endorsed the destination by saying that “Even former ‘US President’ ‘Barack Obama’ says so.” The use of article ‘the’ and superlatives are packaged in a way that depict fame, thus, attracting readers to the site.

The helicopter trip in Hawaii is said to be exciting from O’ahu as the helicopter passes over Mt. Kilauea, ‘the world’s most active volcano.’ The arrangement of words in the ‘world’s most active volcano’ depicts prominence. Similarly, fame is connoted when Hana Highway is said to be ‘one of the most memorable’ for a road trip fan. While in Kailua Kona, dolphins are described in a way that depict fame. “Dolphins are the cutest, most intelligent animals.” With such descriptions and arrangement of words, dolphins are presented as eminent creatures that would give the tourists “lasting memories.”

There is also prominence that is portrayed through use of the suffix ‘ing’ in ‘lasting’ to show the never-ending experience. A Trip to Snorkel Kona is described in a manner that implies fame. For instance, it is said to be “one of the world’s best reefs.” This implies it was among reefs that are considered the best in the world. Fame is also depicted when Puuhonua O Hunaunau is said to be “One of the land’s most sacred places.” The term ‘historic’ also connotes fame as used when describing Kailua, the village where Hulihee Palace in Hawaii Island is located as a ‘historic village.’

Wealth was also presented in the March Issue where Puuhonua O Hunaunau National Historical Park is referred to as being able to ‘immerse’ one with Hawaii’s culture. The word ‘immerse’ conjures images of richness in Hawaii’s culture. The reference ‘Royal’ ground is a pointer to wealth and power while the mention of the same place as a prisoner’s home depicted poverty, thus bringing about the issue of social classes. Additionally, the palace was said to have

been a vacation home for the 'monarch. The word 'monarch' depicts power associated with wealth and class. The inclusion of museum in this site also is a pointer to the wealth as it is said to hold treasured artefacts, furniture and ornaments.

Wealth is also depicted through the use of the world's strongest currency, 'the American dollar.' The use of the article 'the' connotes fame and superiority of this currency. However, money is also used to depict class where cashless transactions were given prominence. It was said that 'Hawaii uses the American dollar, but MasterCard, Visa and American Express cards are acceptable in most locations.' The show of economic muscle and wealth is also implied by pointing out that 'Tipping is welcomed- a 15 to 20 percent tip in restaurants is standard.' Tipping is a sign of extravagance and a philanthropic act. In this case, there was a standard on the percentage one should tip. This is not possible for the poor people and by saying so, it indirectly implies it can only be done by the wealthy in the society.

4.1.2 Topics and Themes Tool

Topics and Themes Tool is used to examine how *Drum* (re)creates fame and wealth using texts. This tool is used in conjunction with vocabulary tool to examine how semantics depict a topic in a given text, the message being communicated and why a particular theme or topic is chosen. The study analysed topics and themes that were associated with fame and wealth. Mooney (2017) further argues that the functions of language is ideational making it possible to link texts in a wider social context and to conceptualize them as connected to particular practices, principles (worldviews), motivations and effects.

In the June Issue as shown in Figure 1, Bora Bora presents beautiful natural environment as it has breath-taking lagoons. Another theme was exploration of the sea and other activities such as diving and snorkelling, which brought about enjoyment. Bali presented themes of culture

and spiritual nourishment said to bring about relaxation. The Maldives depict themes of unending beauty, seclusion, serenity, luxury and privacy. All these are packaged to show their relevance to the famous and wealthy. In this publication, it is revealed that celebrities seek seclusion during their vacation. To achieve this kind of seclusion and privacy, extra cash is spent which denotes luxury and class. The Maldives also depicts theme of class by using ‘world class’ spas.

Still in the June publication, Crete is said to have pink sandy beaches, charming ocean-front villages and bewitching scenery. The theme and topic depicted here is attractive and appealing to the eyes. Turtle Island (Fiji) brings out the theme of exclusivity as it is said to accommodate only 14 couples at a time making it a favourite destination for honeymooning partners. Celebration connotes social interactions, which is in agreement with what Neuman (2013) has pointed out that wealth and fame is important to society as it affects their daily interactions. On the other hand, St. Barts (French West Indies) is said to be a luxury vacation gateway, which implies the mood of relaxation and spending of money.

Another theme portrayed was that of success through use of ‘A-List experience’ in Crete and use of ‘A-Listers’ in St. Barts (French West Indies). In this way, to afford such places, one has to be successful materially. There is also privacy as a theme as seen in the mention of private beaches. Enjoyment is another theme portrayed in Turtle Island (Fiji) where it is said that visitors enjoy sea life and kayaking. In addition, extravagance, which connotes materialism, is a theme advanced by use of the word ‘splurge’ and ‘luxury.’ Leisure and pleasure are themes brought by the mention of activities such as yachting. Themes brought out of the February Issue, according to Figure 8, were about history, culture and slavery that are seen as tourist attractions. However, all these depict wealth and fame and some brought about controversies in terms of cost and religion (the Monument). The use of the price-tag frame is used to present the cost of the monument,

hence depicting materialism. Kendall (2011) has argued that price-tag framing is used to socialize audiences about the cost of items of luxury and the wealthy people who possess them. Slavery presented theme of power and class.

Several themes emerged in the October-November Issue as demonstrated in Figure 3 below. There is tourism, shopping, swimming and photography, which captures the lifestyle of the rich and famous. However, all these activities involve spending money. This portrayal therefore promotes a culture of materialism. Pairing of couples was another theme that came out of this feature and the writer included her partner in the story that they travelled together. This is meant to show that wealthy and famous people travel in pairs. However, noise pollution and human traffic snarl up is seen as a hindrance to having good time in Croatia.

Figure 3

October-November 2017 Issue

JOURNEY INTO THE PAST

A TRIP TO CROATIA WILL HAVE YOU FALLING IN LOVE WITH ALL THINGS ANCIENT AND MEDIEVAL. KUI GITONGA TAKES YOU THROUGH HER ENCHANTING JOURNEY TO THE COUNTRY.

Croatia is blessed with stunning landscapes, rich culture and history, and friendly citizens. The country has been on my wish list so when we got the chance to visit, my partner and I jumped at it. Our first stop was the capital city, Zagreb, with a population of just over a million. The city is divided into two: Upper Town and Lower Town.

We entered the Upper Town through the Stone Gate, the only old town gate built in the Middle Ages that's still intact. The town consists of three main squares – Ban Jelacic, St. Mark's and St. Catherine's. The Ban Jelacic Square is the central focus of modern Zagreb and was the main marketplace back in the day. It was named in honour of Ban (Governor) Josep Jelacic. A statue of him riding a horse is the heart of Zagreb's social life and the most popular meeting point.

The soaring twin towers of the Cathedral of the Assumption of the Blessed Virgin Mary are breathtaking. A fountain stands outside the cathedral with gold-plated statues of the Virgin Mary with four angels – the latter symbolise the Christian virtues of Faith, Hope, Innocence and Humility. The Dolac Market close to the cathedral is affectionately known as the belly of Zagreb due to the mouthwatering array of foodstuffs brought here from all parts of Croatia. St. Mark's Square is dominated by the 13th century Church of St. Mark which still retains much of its original shape. The Governor's Palace and the Croatian Parliament are also nearby. The Strossmayer Promenade is a tree-lined street where you can relax, take in the sights and people-watch. The Funicular – the shortest passenger cable railway in the world – connects the Upper and Lower Towns.

The Lower Town of Zagreb has notably more squares. The Nikola Subic Zrinski Square – which has the oldest meteorological post and first fountain in Zagreb – is commonly known as the mushroom due to its shape. The King Tomislav Square, with a



monument dedicated to Croatia's first king, directs you to the main railway station. The Marulic Square houses the Croatian State Archives and the Botanical Gardens. At the Marshal Tito Square stand the Grand Croatian National Theatre, the Zagreb University, the Museum of Arts and Crafts and the Mimara Museum. The Petar Preradovic Square has the Oktogon – an up-market shopping street, the Grounded Sun statue and the Napredak Skyscraper. The major attractions are in close proximity to one another and the walking tours can be done within two days.

Our next stop was the Plitvice Lakes National Park, which is a smooth two-hour drive from Zagreb. The oldest park in Croatia, it was declared a UNESCO World Heritage Site in 1979. The 16 lakes are grouped into 12 upper level and four lower level lakes. The Veliki Slap, the largest waterfall, drops to a length of 78 meters. Walkways, hiking trails and a natural cave wind around and across the water providing stunning views of the lakes from different elevation points. The walkways at some points are narrow therefore one has to be careful to avoid tipping over when ducking away from selfie sticks and slow walkers who at times cause a human traffic snarl up. Ferries are available to take you to the different starting points although the heat and long queues can put a damper on the whole experience.

Our last stop was Dubrovnik, a coastal city along the Adriatic Sea, 496 kilometres from Plitvice. The drive was six hours via the coastline route. The stunning views of the countryside and picturesque coast provided a welcome distraction with numerous designated stops to stretch and enjoy the view. We drove through Zadar, Split and Trogir with the latter proving to be a great pit stop choice owing to its history and marine culture. The waterfront restaurants provided an excellent view of the marina and elegant boats, although noise from landing planes can be overwhelming as they fly close to the ground.





We entered Dubrovnik by driving by Bosnia and Hercegovina, and the impressive Franjo Tudman Bridge. A notable feature of the city is the Old Town's walls, which were built to protect it from attackers. They run almost two kilometres around the city. The walls have been featured in the popular series Game of Thrones. The island of Lokrum is a 15- minute ferry ride from the Old town port and it makes for a great half day trip. The botanical gardens are ideal for walks and the ruins of a medieval Benedictine monastery give the island a mysterious allure. Swimming is allowed in good weather and, if lucky, you can spot dolphins. The Stradun - running 300 meters through the old town - is the main street in Dubrovnik. Both ends of the street are marked with the 15th century large and small Onofrio's Fountains and the bell towers. Shops and restaurants, as well as historical buildings and monuments, line up the street making it a popular spot for tourists. The Church of St. Blaise, the city's patron saint, can also be found nearby.



DRUM TRAVEL TIPS

- The currency used in Croatia is the Kuna and the exchange rate is 1USD= 0.15HRK(1HRK=Ksh15)
- Transport within Croatia is efficient with buses, trams and taxis. Intra-city trams and buses run almost throughout the city. Inter-city buses are well maintained and depart on schedule. Car rentals are the best option within Croatia and upgrades are available for longer distances.
- Croatia's main earner is tourism. Vacation rental apartments are easy to book in advance. They are also comfortable and cheaper compared to hotels.
- The Cable Car in Dubrovnik, which is best taken before sunset, offers stunning views of the city.
- It's best to visit Croatia during the cooler, low season months to avoid the waves of tourists during summer. **D**



In the May issue (Figure 6), themes associated with fame and wealth are tourism, entertainment, shopping and food. In January Issue (Figure 7), the themes are relaxation, exploration and adventures. In the April Issue, according to Figure 4, the themes are similar to those in other copies that are based on travelling and enjoying life through spending money on sites that were considered tourists' attractions and classy destinations. According to Berger and Luckmann (1966), our view of society is achieved by looking through the eyes of those who are wealthy and

have achieved considerable status in society. These same individuals are important in elevating the self as we aspire to attain what they have achieved thus we desire to be recognized and approved by them. In this case, wealthy and famous people were treated with utmost salience and audiences look up to them.

Figure 4

April 2017 Issue

DRUM TRAVEL



SPICY ZANZI

HOW MUCH DO YOU KNOW ABOUT THE FLAVOURFUL SPICES YOU USE TO PREPARE YOUR MEALS? JEAN WANDIMI SHARES HER EYE-OPENING SPICE TOUR IN ZANZIBAR.

The Zanzibar spice tour is an obligation when you visit the beautiful island. You get to learn about different herbs and spices and how they are used. There are two types of spice farms: government and privately owned. During this trip, our guide recommended that we try the government farms as they were bigger, affordable and there was so much more to see. We started out by visiting a nutmeg tree farm – before this I did not know how nutmeg looked like in its raw form. Hundreds of trees formed a canopy, providing shade from the scorching 10am Zanzibar sun. Under the trees, a blanket of leaves and overripe fruit provided a nectary smell. When ripe, the nutmeg fruit has yellow flesh and a brown kernel inside. The seed has a powdery substance that is dried and used as a spice and as an aphrodisiac for women.

Next we visited clove farms and I was amazed by the size of the trees. The trees have aromatic buds that are dried and used as a spice for pilau. After this we visited perfume makers and got to see how they make perfumes from different trees. One perfume maker revealed that they use spice from a tree grown in Zanzi to make the coveted Chanel No 5. Whether true or not, the aroma of natural perfume pleasantly filled the forest. Watching a professional coconut tree climber do his job was a treat. He artfully and effortlessly climbed a coconut tree as



Lipstick-spice, the Essence of Zanzibar

he sang a Swahili song. When he came down, he split four of the juiciest coconuts, which we enjoyed. As we sat on logs and enjoyed the coconut water, he explained how he was trained for months to climb the trees. After this we visited lemon grass, pineapple, garlic, ginger, cardamom, cinnamon, black pepper, coffee and vanilla farms. We were shown the different uses of these plants. The bark and stem of the cinnamon plant is used in pastries and to flavour tea. The coffee beans are roasted. One uses vanilla pods and the roots of the ginger plant. We learnt that ginger is used as Viagra for men in Zanzibar. To crown the tour, our guide made us necklaces out of cassava plant and rings and bracelets from palm leaves.

PHOTOGRAPHS: JEAN WANDIMI

April 2017 DRUM



In the March issue (Figure 2), while presenting fame and wealth, different topics and themes are depicted. The deals with travelling for expedition, which brings about relaxations, enjoyment, memories and happiness. The feature attached fame and wealth on this activity that brought about themes such as money, class and power. Jacobs *et al.* (2018) have pointed out that money is one of the basic collective powers created by humans for social domination. The theme of money in the story develops the theme power and class. For instance, the writer uses ‘the

American dollar', which is the world's strongest currency to bring about power. In addition, money is also used to depict class by bringing up cashless transactions through use of MasterCard, Visa and American Express cards that are believed to be used by the wealth people while others use cash. Class was also set on which percentage one should tip in a restaurant.

To this end, it is worth noting that materialistic culture is the main theme depicted in the travel feature of the *Drum Magazine*. In the *Drum*, money is depicted as a dominant ingredient for a good life a source of happiness.

4.1.3 Significance Building Tool

Significance building tool was used to examine how *Drum* builds up or downplays significance (by creating salience or trivializing) for fame and wealth in text. Through use of vocabulary tool in semantics, this study examines how fame and wealth significance is built or lessened. In June 2017, as shown in Figure 1, fame was built using superlatives, as discussed in 4.1.1. (Bora Bora is the most sought-after celebrity vacation destinations and honeymoon paradise, thus portraying fame. Crete was termed as the largest Island in Greece, thus making it famous over the other Islands in Greece while St. Barts [French West Indies] was said to have become one of the hottest celebrity destinations in the world, thus, portraying fame).

In terms of wealth in superlatives, Elounda Bay in Crete was said to have some of the most expensive hotels in Crete. Bali was said to have a cultural and deeply spiritual experience, hence, depicting richness in these two. In The Maldives, the article said, "This Island offers seclusion (which most celebrities seek during vacation)." The inclusion that seclusion is most sought by celebrities during vacation, made the Island more salient. However, this seclusion comes at an added cost, which further depicted wealth.

In the June 2017 copy, fame and wealth is also built using semantics. Fame is depicted

when Crete is said to be a historical and a mythical place. This place is believed to be the birthplace of Zeus the god of thunder, according to Greek mythology. The inclusion of this myth builds fame of the Island. It was also said to be a popular destination, thus, giving it fame. While describing Crete, fame is shown through the use of ‘A-list experience’ and inclusion of Lady Gaga who is a celebrity in the music world. This is similar to the way Turtle Island (Fiji) fame is depicted through the inclusion that ‘The blue lagoon featuring Brooke Shields was shot here.’ So was in St. Barts (French West Indies) where words such as ‘A-Listers’ and inclusion of celebrities such as Matt Damon, Simon Cowell and Tamara Mellon. Douglas Kellner (2003) points out that “the celebrities of media culture are the heroes of the modern world, the gods of an entertainment hungry society, where money, beauty, success and fame are the goals and ideas of the dreaming humanity.

Similarly, Bora Bora is to have attracted celebrities such as Nicole Kidman, Eva Longoria and Sharon Stone. The Maldives was said to be favourite for celebrities such as the Beckhams (David and Victoria) and Tom Cruise. Bali was associated with famous people such as Chris Pratt and Anna Farris who were said to have exchanged wedding vows on this island. The inclusion of these celebrities confirmed Sanders (2009) sentiments that these magazines are intertwined with, fashion, music, and entertainment. Generally, the word ‘celebrities’ was used to signpost fame. Fame is also depicted when Bali is referred to as the Island of the Gods. ‘Gods’ depicted supremacy, fame and power.

Semantics is used to portray wealth in the June copy as well. The use of the word ‘billionaires’ connoted wealth. These are people whose net worth is calculated in terms of billions. There is also use of the word ‘high-end’ shopping, yachting and the glitzy nightlife. High-end symbolized expensive, while shopping connoted spending money, yachting portrayed expensive

racing or sea cruising which is basically for leisure. The word glitzy nightlife implied a classy lifestyle that is expensive, fashionable and attracts attention. There is also the use of the word ‘splurge’ in St. Barts, which signified spending a lot of money extravagantly or ostentatiously. More so, inclusion of museums and archaeological sites that were said to bring past to life depict cultural richness, while use of deeply spiritual experience portrayed richness in terms of faith and religious matters.

February copy according to Figure 8 built significance using world leaders like Barack Obama and Nelson Mandela, who were said to have visited the Goree Island, thus making it famous. Additionally, Goree is said to be a UN World Heritage site which depicted prominence through association. The relevance of Goree Island is also portrayed through its name as ‘the house of slaves’, which has made it famous to travel fans.

Significance building tool used exclusion and inclusion in the October-November Issue to represent fame and wealth as demonstrated in Figure 3. Fame is represented through inclusion of Nikola Subic Zrinski square as “the first fountain’ in Zagreb. Similarly, the inclusion that the Old Town walls had been featured in ‘the popular series Game of Thrones’ is an indication of fame. Fame is also represented through exclusion when the Stone Gate is said to be ‘the only’ old town gate built in the Middle Ages that is still intact. In terms of wealth, dominance is implied when The Ban Jelacic is said to be ‘the main’ marketplace. Marketplace is where trading takes place; hence, it is seen as a source of income for traders.

In the August Issue, as seen in Figure 5, fame is depicted by terming the Big Swing ride as the ‘tallest’ swing in the world. The Wilson Wharf at Durban harbour, is said to be the busiest port in Africa, thus, making it famous. Moses Mabhida Stadium portrayed fame through inclusion that it hosted the 2010 FIFA World Cup. The exclusion of the other three weather seasons in

Durban made it famous that it has endless summer.

Figure 5

August 2017 Issue

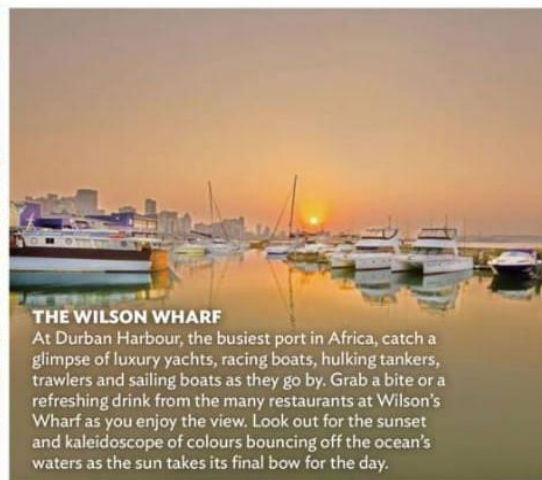
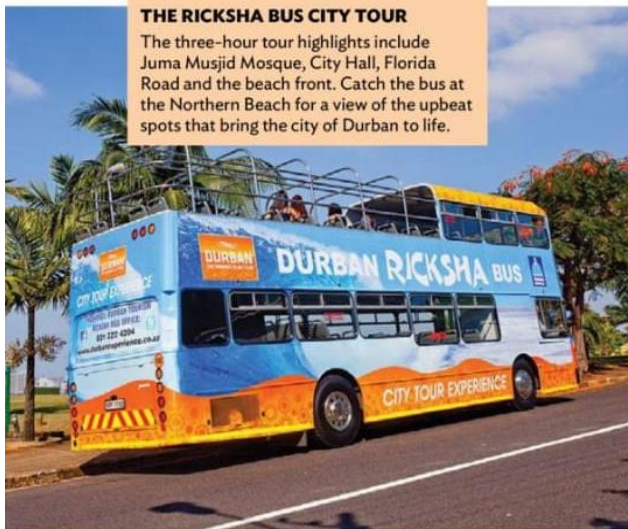
TRAVEL

ADVENTURE IN DURBAN

DURBAN, A COASTAL CITY IN EASTERN SOUTH AFRICA'S KWAZULU NATAL PROVINCE, IS A HOLIDAY DESTINATION WITH YEAR-ROUND SUNNY WEATHER. THE ENDLESS SUMMER DAYS MAKE IT AN ADVENTURER'S PARADISE AND HERE ARE TRACY ACHIENG'S MUST-VISIT SPOTS THAT YOU OUGHT TO CHECK OUT WHILE THERE.

THE RICKSHA BUS CITY TOUR

The three-hour tour highlights include Juma Masjid Mosque, City Hall, Florida Road and the beach front. Catch the bus at the Northern Beach for a view of the upbeat spots that bring the city of Durban to life.



THE WILSON WHARF

At Durban Harbour, the busiest port in Africa, catch a glimpse of luxury yachts, racing boats, hulking tankers, trawlers and sailing boats as they go by. Grab a bite or a refreshing drink from the many restaurants at Wilson's Wharf as you enjoy the view. Look out for the sunset and kaleidoscope of colours bouncing off the ocean's waters as the sun takes its final bow for the day.

MOSES MABHIDA STADIUM

Built to host the 2010 FIFA World Cup, the stadium has lots of adrenaline inducing activities such as the Big Swing ride, the tallest swing in the world and the sky car, a single cabin that runs up steel tracks designed to defy gravity on the northern arch of the stadium. Try the Big Sky Walk along the arch of the stadium or glide at the beach on a Segway if you're an adventurous soul.



USHAKA MARINE WORLD

A trip to Ushaka Marine World makes for an unforgettable experience. There is a wide variety of activities, including water parks that children love. Enjoy ocean floor walks, shark diving and dolphin shows before treating yourself to a meal at the Marine World with sharks circling below your dinner table.





THE SARDINE RUN

August may not be the month to catch this, but if you are lucky to be in Durban between June and July the sardine run is worth renting a boat. Watch as billions of sardines travelling along the east coast attract sharks, dolphins and whales that'll be tailing them.



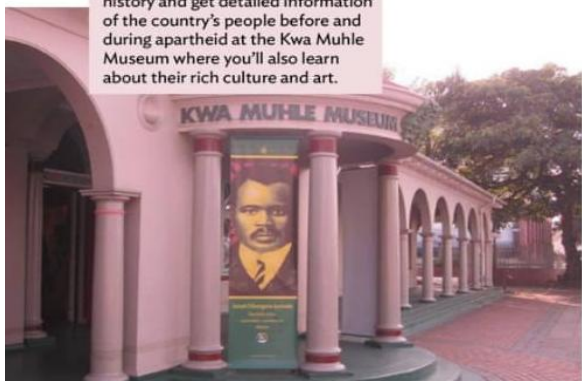
Inspiring new ways

ROMA REVOLVING RESTAURANT

The Roma Revolving Restaurant on the 32nd floor of the John Ross House is worth a visit for its divine cuisine and '70s inspired décor. You'll see Durban's skyline in a different light 105 metres up in the air as you enjoy hearty Italian food. You can also grab a drink at Gino's bar one floor above.

KWA MUHLE MUSEUM

Take a walk through South Africa's history and get detailed information of the country's people before and during apartheid at the Kwa Muhle Museum where you'll also learn about their rich culture and art.



1000 HILLS

The 1000 Hills is named after the numerous hills, cliffs and valleys which rise from the Umgeni river that flows from the Drakensberg Mountains to the Indian Ocean. The valley has been home to the Zulu for centuries, with many continuing to practice the tribe's unique, traditional lifestyle. Explore the Zulu culture, goldmines and many historical landmarks in the valley. **D**

According to the May Issue in Figure 6 below, fame and wealth is depicted through use of words that are more salience. Johannesburg is referred to as the largest city in South Africa that has many claims to fame. A key one of these many claims of fame is that the city sits upon one of the world's largest gold reserves. Gold reserves in this statement depicts wealth. Mandela is described as a world's greatest statesperson. In this sentence, fame is portrayed in two ways.

One because Mandela is a famous person and two because of the use of superlative ‘greatest.’ Lindberg *et al.* (2016) has observed that heroes have some form of greatness and basic human-ness which people are curious about. In addition, through Monte Casino the inclusion of fame is done through the information that some of the international actors like to perform there.

Figure 6

May 2017 Issue

D TRAVEL

WHAT TO DO IN THE CITY OF GOLD

JOHANNESBURG, THE LARGEST CITY IN SOUTH AFRICA, HAS MANY CLAIMS TO FAME, AND A KEY ONE IS THAT IT IS SAID TO SIT UPON ONE OF THE WORLD'S LARGEST GOLD RESERVES. A BUSTLING METROPOLIS, IT IS NOT JUST A BUSINESS DESTINATION BUT ALSO A TOURIST ONE.

BY CAROLE MANDI

1. MONTE CASINO

This scenic entertainment resort houses a casino, restaurants, hotels and a bird garden, with its architecture paying homage to Italy. You can also indulge in some shopping or catch some of the international acts that like to perform here.

2. GOLD REEF CITY

This quaint amusement park that is a former gold mine is a great place for little and grown up kids to while away the day with rollercoaster rides, water rides and train rides. It also houses a gold museum.

3. MANDELA HOUSE

Now a museum, Mandela lived in this house in Soweto for 14 years. He lived here with his first wife Evelyn, and after their divorce, with Winnie. Filled with some of their treasured possessions, one gets a glimpse into the humbling beginnings of the world's greatest statesman.

4. HECTOR PIETERSON MEMORIAL AND MUSEUM

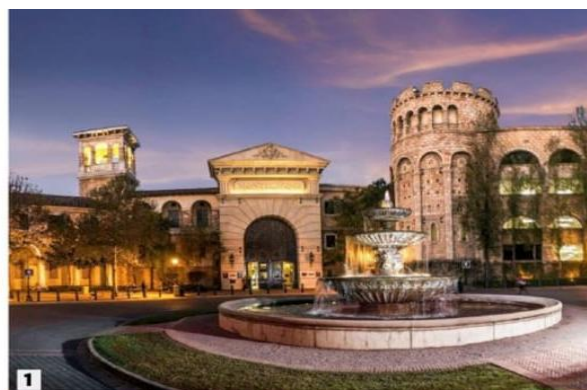
Hector Pieteron was one of the first students to be killed during the Soweto uprising of 1976. His image, being carried by a friend with his anguished sister by his side, was flashed across the world's media and became the symbol of youth resistance to apartheid. The museum, situated a few metres from where he died, is a dedication to the role young people in dismantling apartheid.

5. SOWETO TOUR

Join one of the organised tours of Soweto, which is probably the heartbeat of South Africa. You'll be surprised to note that some of South Africa's wealthiest live among some more humble dwellings. Visit one of the local restaurants for a meal of ugali (pap) and matumbo, South African style.

6. MOYO RESTAURANT

One of the few restaurants on the continent that pay true homage to Africa's culinary tastes, Moyo in Melrose Arch is the place to be for a night of African inspired food and live band entertainment. On the a la carte menu, you can choose from Moroccan, East African or Southern African dishes.



7. SHOPPING EXTRAVAGANZA
Johannesburg has no shortage of places to go for retail therapy. There is something for every pocket and taste. Choose from the large Eastgate mall or Sandton City Mall for all your favourite retailers. For fabric and suits at more reasonable prices, check out the Oriental Plaza. There's also a host of galleries, speciality and flea markets for those searching for souvenirs and gifts. **D**

In the January Issue in Figure 7, the magazine build significance using words to depict more salience. During the introduction, the writer attracts readers' attention by saying that they were going to discover the best beaches across Africa. The writer had a choice to say that they were going to discover beaches across Africa, but added the word 'best' to connote prominence, thus representing fame. Similarly, Watamu was said to have snorkelling and diving areas around the offshore coral formations, which is among the 'best' in East Africa. The choice of words used on Watamu made it appear more salient.

In the same vein, the inclusion of the word 'world class' when describing kite boarding locations and sea life depicted class. The inclusion of Watamu as 'the breeding ground for hawksbill turtles' was a selling point that made Watamu famous. Similarly, Malindi Marine Reserve Park was included to depict fame and wealth. Reserve Parks are tourists' attractions with rich natural resources. The inclusion of the word 'popular' holiday destination in Nungwi as well connoted fame. Belle Mare also had a share of fame through inclusion of the information that it has 'one of the longest' stretches of beach on the island. Wealth was depicted through the inclusion of the word 'fancy' in Banana Beach. In the April Issue in Figure 4, the use of article 'the' and the word 'coveted' in description of a perfume by the name Chanel No.5 portrayed the perfume to be famous. Wealth depictions were also noted by the use of the words 'affordable,' 'enough money' and 'more expensive.' All this portrayed the importance of having money during these travel expeditions hence promoted materialistic culture. The use words such as "affordable" and "enough money" presents money as an important ingredient in travelling. This feature also showed that your net worth determines your class and the kind of places you can visit for excursions.

Government owned spice farms were said to be affordable compared with the private

owned. The advice that one should carry enough money meant that one should prepare themselves to spend money. Buying spices from the farms was also seen as a sign of extravagance since the farms were said to be more expensive prices than in Stone Town. If the spice farm has been selling them for years and they are still selling them, it means that there are buyers who do not mind their expenses.

According to March issue in Figure 2, significance was not built differently from the other months. There was use of article ‘the’, suffixes, jargons, superlatives, inclusions and exclusions to make Hawaii more salient. Article ‘the’ was commonly used to signpost fame and dominance. Then there was suffix ‘-ing’ in ‘lasting’ memories’, which symbolized a permanent experience. Jargons like ‘historic’ were used to depict salience and fame. Comparisons through use of superlatives were used to bring about significance of one place over the others. There were also inclusions that brought about salience by including famous people names like Barack Obama and their endorsements. For instance, it was said, “Very few places compare to Hawaii - even former US President Barack Obama says so.”

The inclusion of the currency used depict fame, wealth and power especially with ‘the American dollar.’ According to Jacobs *et al.* (2018), money represents a commodity’s value when a producer sells his excess production instead of consuming it himself. As trade and production expanded, money then stands for the societal power to produce and exchange a variety of goods and services (Jacobs *et al.*, 2018). The inclusion of cashless transactions on the other hand depicted class. Other inclusions signified preference through domination. For instance the phrases, “one’ of the world’s best reefs’ and also ‘one’ of the land’s most sacred places. Exclusions were also used to present dominance, for instance the words, ‘very few’ in “Very few places compare to Hawaii.”

4.1.4 Fill in Tool

Fill in tool is used to analyse images in the magazine in terms of elements that seem to be an important as they contribute to the overall image, which is being portrayed. Gee (2011) has argued that for an image to communicate (or bring out meaning) it must be contextualized and leaves a lot "unsaid," believing it will be filled in by people's contextual knowledge, including their knowledge of culture and prior experience of similar images.

Sanders (2009) has observed that with digital editing a falsified world has been created that is difficult or impossible to attain. Magazines have used this digital editing and camera tricks to create a 'perfect' world. For example, the images in all the magazines portrayed elegance and a clean environment. Different colours are used to set the mood and create beautiful sceneries. However, these colours are used to fill in the assumptions that people have. For instance, clean sea water that has not been polluted is expected to be blue. Therefore, in the magazine all the oceanic waters were painted in blue to imply that the environment is not polluted, apart from Lake Retba in Senegal (Figure 8) that was said to have pink water in certain times of the year, which sets it apart and makes it a tourist attraction.

Most of the images had blue skies, which connoted that the weather was conducive for visitation. However, it is a common knowledge that we have four seasons in a year and that we do not always have a clear sky. We have rainy days and we also have nights but all the images chose to have bright days' images just to impress the viewer through deception that this is the true picture of the site.

Figure 7

December 2016-January 2017 Issue

TRAVEL



BEACH VIBES

THINKING OF A GETAWAY? HERE'S OUR LIST OF AMAZING BEACHES TO HIT UP ACROSS AFRICA – ALL YOU'LL NEED WHEN YOU GET THERE IS A COLD, TALL DRINK. BY JACK NJEHIA

PHOTOGRAPHS: TRAVELDIGG, SOUTHERNAFRICAHOLIDAYS, KINGSAFRICA, HAIKUDECK

Swaying palm trees, clear blue green waters and white sandy beaches is what relaxation is all about – well, and a hammock if you can get one. Thinking of a little R&R? Put these on your list as you plan to explore and discover the best beaches across Africa.

WATAMU, KENYA
 Watamu is packed with world class kite boarding locations and sea life – it is also the breeding ground for green and hawksbill turtles. The beach gently sweeps into the oceans waters to form part of the Malindi Marine Reserve Park, a protected area. The snorkelling and diving areas around the offshore coral formations are among the best in East Africa.



NUNGWI, ZANZIBAR, TANZANIA
 A simple fishing village and dhow-building centre, this has become a popular holiday destination. Water along the northern coast is wonderfully warm and clear, and there's a diving centre offering scuba tuition and daily trips to nearby reefs and atolls.



MNEMBA ISLAND, ZANZIBAR, TANZANIA
 Snorkel in the reef that surrounds the island to catch a glimpse of the underwater wonderland. Adventures include windsurfing and chartered boats for deep-sea fishing.

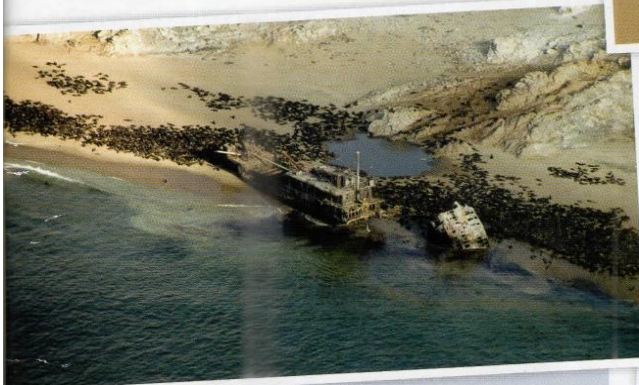


60 December 2016 - January 2017 DRUM



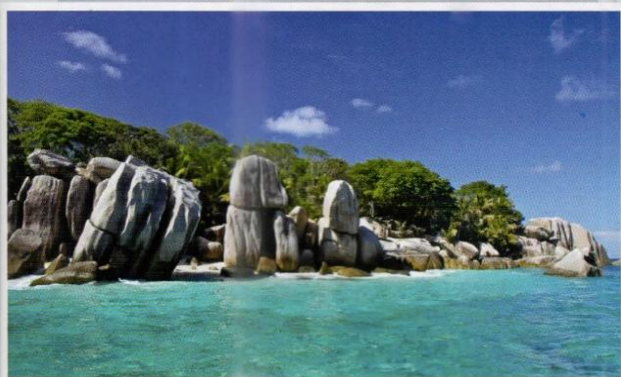
COFFEE BAY, WILD COAST, SOUTH AFRICA

Hikers, surfers, nature lovers and cyclists navigate the coastline, bathing in the warm waters of the Indian Ocean, which on a busy day usually has one or two locals and a few Nguni cows. With peaking cliffs and green hills that roll into the turbulent waters of the ocean, this beach will take your breath away.



SKELETON COAST, NAMIBIA

If you're a fan of *Pirates of the Caribbean* then this is your getaway. Chartering a Cessna is the only way into Skeleton Coast and Land Rovers are the only way to get around. This has become a graveyard for ships that run aground in the shallow, rocky waters.

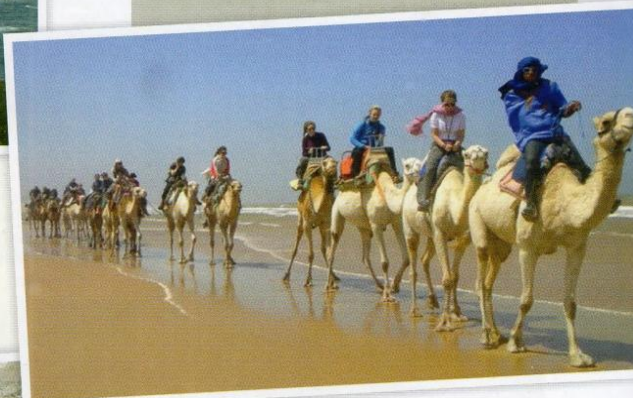


BANANA BEACH, SÃO TOMÉ AND PRÍNCIPE

Whether you want a relaxing day on the beach or some fun-packed activities, Banana Beach has it all. With snorkelling, power snorkelling, banana boat rides and parasailing, you won't run out of fun activities to do. You could also relax in one of the bamboo salas which are available for rent if you fancy camping on the beach at night.

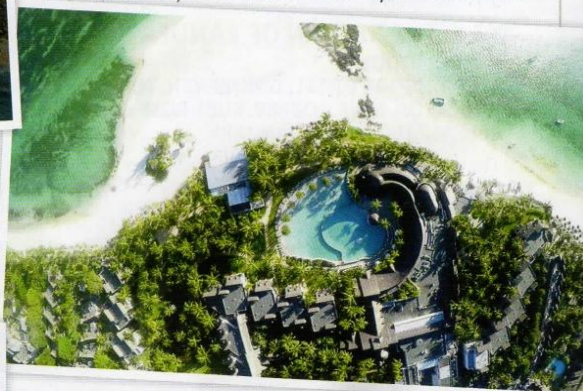
ESSAOUIRA, MOROCCO

Essaouira is beautiful at dusk. Walk to the harbour and along the city walls for great snapshots of the old town. The wind and waves attract large numbers of wind and kite surfers during summer and winter.



BELLE MARE, MAURITIUS

Belle Mare has one of the longest stretches of beach on the island. The lagoon on the island has a number of water sports that you can take part in – but don't forget to try the glass-bottom boat ride. Most tourists visit Belle Mare just to dive. There are common sightings of eagle rays and barracudas, and the odd bull shark beyond the barrier reef.



The vegetation in most of the images analysed during this study were green just to depict a clean environment with exception to some images that had colourful vegetation which were used to bring out a beautiful scenery. Notably, vegetation colour change with seasons due to transpiration, thus, these images were deceiving the reader that this vegetation is always green. There is also an assumption that a clean environment is one that is tidy. Therefore, their images had a well-arranged setting for leisure, be it for viewing the site, swimming or busking in the sun even if the presence of sun at the site is seasonal.

More so, when human beings are brought in the picture, they were brought in as a pair so as to lead the reader into assumption that they were a couple even if they were not. The intention was to make the reader believe travelling is more joyous when they do it as a couple. In addition to that, there was no human traffic photos in any of the copies analysed, not even in the October-November Issue (Figure 3) that had complained about human traffic snarl up in Croatia!

In the February Issue (Figure 8), the monument had a man who was holding a woman tight while a baby was perched on his raised muscular biceps. The monument would give a reader a perception that these people are a couple and that the baby held was their child. The man's physique and posture imply that men are strong and built in search manner to provide security for their families. Paradoxically, this monument has elicited censures in Senegal. It has been said that it does not depict the culture of Senegalese people; therefore, it is deceiving. Baudrillard (1983) has observed that media images have skewed reality largely that we are unable to separate a media image from reality itself.

Figure 8

February 2017 Issue



D TRAVEL

GOING WEST

RICH IN CULTURE AND HISTORY, SENEGAL IS FULL OF HIDDEN TREASURES AND **LYNETTE MUTHAMIA** UNCOVERED SOME OF THEM ON HER RECENT VISIT TO THE LAND.

PHOTOGRAPHS: LYNETTE MUTHAMIA

The Trans-Atlantic slave trade which lasted three centuries saw West Africans shipped to the Americas and Europe as slaves. On Gorée Island, which lies three and a half kilometers off the coast of Dakar, is the House of Slaves and its Door of No Return. Slaves were held in this building before they were shipped off. It was opened in 1962 as a museum and memorialises the final stop for the slaves before they left for the unknown. If you're a history buff, then this museum should be on your to-visit list when you make your way to Senegal. Gorée which means safe anchor or haven, is a UN World Heritage site.

There were other larger slave trade points in West Africa, but Gorée stands out due to its strategic position and its historic relevance. World leaders such as Barack Obama and Nelson Mandela made courteous visits to the island. Slaves were locked up in small rooms and would wait up to three months before they began the journey across the ocean. The price of male slaves was determined by their build and the female by their virginity. Virgins were considered best for housework. The rest of the women did fieldwork. If virgin slaves became pregnant, they were set free to take care of the children. The biracial children would often become slave masters when they grew up. Punishment

houses scattered across Gorée were used to discipline rebellious slaves. These houses were tiny and poorly ventilated.

But the bleak history does not take away from the beauty of the land as Senegal has a lot, such as the majestic African Renaissance monument, to offer its visitors. The bronze monument stands at 49 feet and depicts a woman and a man, a child perched on his raised muscular biceps. It was designed by a Senegalese, Pierre Goudiaby. This state monument overlooks the Atlantic Ocean, and the view from the top, especially in the evening is breathtaking. Despite its beauty, there were a few controversies surrounding the monument, such as its cost – \$ 27 million (Ksh 2.8 billion) – and, being a predominantly Muslim country, Senegalese felt that the statue didn't showcase modesty, thus does not represent their culture and religion. However, that still does not take away from the grandiose and beauty of Africa's tallest statue. The steps up the



AFRICAN RENAISSANCE MONUMENT



SPICY CHICKEN SERVED WITH RICE

ONE OF THE OLDEST MUSEUM
IFAN MUSEUM OF AFRICAN ARTSLAKE RETBA THAT TURNS COLOUR
IN DIFFERENT SEASONS

DJOUJ NATIONAL BIRD SANCTUARY

monument will leave you breathless but so will the view at the top.

Dakar is mostly modernised and cars are the main mode of transportation (taxis are cheap and fare is negotiable), but once in a while you will spot locals riding horses. In Senegal, the horse is what a donkey is to central Kenya: a work animal. The food in Senegal is largely spicy and poulet yassa is a must-try. It is a chicken or fish dish marinated in spices and then cooked in a pan with onion, garlic, mustard, and lemon juice. This delicacy is usually served with rice. The baobab drink, bouye, is very nutritious and it is made from the tree's dried fruit.

The Pink Lake, whose actual name is Lake Retba, has been on my bucket list for a while, and it was a thrill to see it. The water at certain times of the year turns pink due to *Dunaliella salina*, a bacterium which thrives in saline conditions. The colour intensifies during the dry season – between November and June – and becomes lighter during the rainy season, between July and October.

Senegal has a lot more to offer, such as the Djoudj National Bird Sanctuary for the nature lover and the IFAN Museum of African Arts, one of the oldest museums in West Africa. Feel like a trip to West Africa? This should be your first stop as Senegal's history will blow your mind. **D**

In the March Issue (Figure 2), a picture of a slim woman swimming was used to symbolize the recommended perfect right body size for healthy women. Notably, all the features had used photos of women with small body sizes. The reader was exposed to the assumption that small-bodied women are more attractive than big-bodied women are. Holtzman (2000) has ob-

served that images that depict the wealthy in a positive light might make us assume that they deserve their wealth and status.

4.2 Discourses of Fame and Wealth as used in Drum

Discourses of fame and wealth are topics or themes that are associated with fame and wealth. Fame and wealth is portrayed as an indicator of success. Famous people are said to be ‘A-listers’, which connotes both fame and success. The wealthy are depicted as successful people who enjoyed ‘A-list experience.’ Words such as ‘renowned billionaire’ are added to depict their net worth in terms of money. Mooney (2017) has argued that there are other indicators of success, but while other means of social capital may be both more long lasting and satisfying, the comparison of wealth to goodness is predominating.

Fame and wealth according to this research promoted a culture of materialism. People who have more money are said to be not only ‘billionaires’ but also ‘renowned.’ Money is depicted as a key ingredient in travelling and experiencing exclusive leisure time that will make one more contented. Expensive activities such as yachting are depicted as ‘the in-thing.’ The culture of overspending in terms of money is promoted in the *Drum*. Extravagant lifestyles were presented as the best lifestyles that every person long for. Mooney (2017) argued that money is believed to depict human value(s) clearly and quantifiable manner.

Price-tag frame supports the idea of overspending. Kendall (2011) has argued that the wealthy believe in the glorification of materialism. In this regard, the price-tag framing emphasize the practice of giving prominence to the price of luxury items an idea common in media rhetoric about the wealthy and famous. The cost of ‘the Majestic African Renaissance Monument’ was said to \$27 million. The currency used depicts power as well as the word majestic. But why is its price important for the person reading the tourist attraction? This would not escape

the eye of a critical analyst. Framing price-tags is an extremely common narration tactic because it is both for entertainment and shocks audiences with the extravagant spending ways of the very rich (Kendall, 2011).

Class is another discourse associated with fame and wealth. The Magazine depicts class through use of words such as classy destinations, world class, A-listers, glitzy nightlife, high-end, fancy, currency hegemony and cashless transactions. Class brought about the notion of wealth and famous people having better lifestyles than do the other people.

According to Entman (1993), out of the various issues or facts that the news media might depict on social classes, for example, frames are used to place salience or privilege certain issues over others. This in turn elevates them – making them more prominent, meaningful, or easy to remember for the audiences exposed to such tenets of information. Some of the factors that draw prominence on this bits of information are their location within a text, how many times the same information is repeated, and the way in which the bits of information are compared with other familiar symbols to audiences (Entman, 1993).

Kendall (2011) has suggested that publicizing the cost of goods and services puts the wealthy on a pedestal in relation to other people. This process creates a barrier between the lifestyles of the wealthy and the rest of the people. Kendall posits that price-tag framing provides “the others” with information about the cost of luxury items, but it also puts forward the notion that people in other classes are excluded from many elite settings by their unwillingness or lack of the means to pay such expensive prices (Kendall, 2011).

The discourse of power is also used in fame and wealth depictions. Kendall (2011) has also observed that at the pinnacle of the social-class hierarchy is the upper (capitalist) class, which comprises about 1 percent of the U.S. population and consists the richest and most power-

ful people, who dominate the majority of the nation's (and, sometimes even, the world's) wealth. Power was presented with the use of 'the American dollar' which is the most powerful currency in the world. The use of the former US President (Barack Obama) also depicted power, as there is a common belief that the president of the United States (POTUS) is the world's president. There were also monarchs in the articles who also depicted power.

Inequality is another discourse depicted in fame and wealth and is related closely with class and power. This inequality is presented in the difference between the monarchs and their prisoner in Hawaii and the slaves and their masters in Senegal. There was also difference on how spices in Zanzibar are sold in the farm as seen in the Stone Town. Holtzman (2000) has observed that images of poverty and wealth often portrayed by the media may either change or reinforce readers' and viewers' notions about social stratification.

Piketty (2014) has pointed out that societies with a large income and or wealth define their social standing in relation to the wealth they possess and inheritance received rather than on personal hard work and or individual achievements. Piketty (2014) has further argued that the steadily increasing and extreme domination of social classes then undermine the standards of the prevailing methods of democracy as well as principles that depend on merit as a way of achieving success. The above arguments are evident in the *Drum magazine* as has been presented in the discussion.

Another discourse depicted in the lifestyles of the famous and the wealthy is a good life full of relaxations and happiness. Good life is associated with material things such as what money can buy. Notably, money is a key ingredient in travelling and at times travellers were advised to carry 'enough money.' The availability of money guaranteed exclusive treatment such as a limited access, which would give one privacy. The media inserted admiration frames in these

stories to whet reader's appetite. Kendall (2011) has observed that media use admiration frames to present the wealthy as generous and caring people. This study also found out that media uses admiration frames when talking about the wealthy and famous people. The way of living of the rich is described with a degree of admiration to entice other people to borrow a leaf as this was depicted as the best way of living.

The magazine also used emulation frames to ensure that those who were admiring this kind of 'good life' can jump into the bandwagon. Kendall (2011) has argued that the emulation frame tends to suggest that ordinary people should also be philanthropists. The *Drum Magazine* supported this narrative when it endorsed the tipping of 15-20 percent that it termed as 'standard tipping'. Thus, the magazine presented some sense of contentment with spending money extravagantly. Good life was portrayed as spending money with a partner, for instance, travelling together. The inclusion of famous and wealthy people spouses depicted that money can give people happy marriages.

Another fame and wealth discourse showed that famous and wealthy people are beautiful and live in beautiful places as well. Baudrillard (1983) has posited that media messages have blurred reality largely that we are unable to tell apart a media image of reality from the reality itself. The magazine had used photos that depicted natural environment that had no pollution and every plant had its colour intact. Water also had its blue colour apart from where water was said to change to pink in different seasons, which was its feature of tourist attraction. The places are well arranged and well-lit to show case their beauty. There is also no human traffic in the photos even in places such as Croatia where human traffic snarl-up is reported. The women in the photos had slim physiques and smooth bodies that depict physical beauty.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

This study set out to examine the (re)presentation of wealth and fame in *Drum Magazine*. This was done with the aim of interrogating how *Drum Magazine* portrays wealth and fame through its travel feature. This was informed by the fact that magazines are printed periodically and often for a specific group of people. Therefore, the targeted audience is likely to be persuaded into the consumption of the material therein especially travelling to different destinations. The study began by contextualizing the portrayal of wealth and fame within print media and magazine scholarship and proceeded to examine how the travel features (re)presented wealth and fame. This chapter presents the study's findings, summary, conclusions and recommendations arrived at after the analysis of the travel feature.

5.1 Summary

The main objective of this study was to examine the presentation of fame and wealth in drum magazine. Through discourse analysis, the study employed four tools to examine the travel features in *Drum Magazine* to establish their presentation of fame and wealth. The tools used are Vocabulary Tool, Topics and Themes Tool, Significance Building Tool and Fill in Tool. Vocabulary Tool was used to examine how words are used to depict fame and wealth. Topics and Theme Tool was used to examine themes and topics depicted during presentation of fame and wealth. Significance Tool was used to examine how salience is created during presentation of fame and wealth. Fill in Tool was used to examine how media uses assumptions in presentation of fame and wealth.

The four tools mentioned above are significant as they are employed by media to persuade the audience to believe in what is presented. In doing this, the very magazines advance social inequality in the society since not all people can afford to travel. This is because traveling for leisure is a luxury, a lifestyle that is way beyond the means of ordinary people. According to

Grisold and Theinel (2017), media is:

An important and influential source of information on inequality topics, as the full range of economic inequality is not assessable through everyday life experiences. Thus, the media are able to frame and shape the understanding of inequality and the related redistributive policies by selecting, arranging, and presenting certain types of information. Inevitably, some interpretations are highlighted while others are suppressed or ignored, therewith constructing reality. In doing so, different media outlets have the power to actively shape public discourse (p. 4).

Media uses frames to create salience on some issues while down playing others. The analysis of topics and themes depicted in the (re)presentation of fame and wealth in the *Drum magazine* showed that fame and wealth was glorified. This study found out the magazine presented fame and wealth as everyone's wish and dream. Fame and wealth was associated with good life both socially and economically. According to the magazine, a good life is made of a flashy lifestyle that can be bought with money.

In my analysis of the travel features in the *Drum magazine*, the magazine presents traveling around the world as an activity that can make one famous. This is especially so if they visited similar places with the rich and famous people such as Obama, Mandela among others. In addition to that, one can also become famous by practicing philanthropic activities such as 'tipping' while in restaurants. Tipping is adored as it symbolizes wealth and class. To maintain the social status, the magazine advocated for tipping by sticking within the stipulated tipping standards. In doing this, the magazine invites its readers to a fame and wealth competition where they compare themselves with others and make sure that they did not pay below or above the range.

The travel features in the *Drum Magazine* propagate aspects of fame and wealth. This

supports seclusion and privacy that of course comes at an extra fee. In advancing fame and wealth, the magazine creates social and economic imbalances between the rich and poor. The wealthy and famous were treated with some specialty compared with the ordinary people. While ordinary people scramble for space in dirty congested public spaces, the famous and wealth enjoy clean and spacious environments as depicted in the magazine. This is a clear demonstration of the different class strata that make up the contemporary society.

According to Kendall (2011), the framing by media of a specific news item or television program often influences our feelings about the people described, more so when the subject under scrutiny relates to wealth. The magazine used admiration frames to present fame and wealth as something admirable. According to the magazine, luxurious lifestyle is admirable since it makes one more noticeable. The magazine also presented fame and wealth as an attention-seeking affair where everyone wants to be noticed. Thus, people should seek relevance by being extravagant to keep up with the high-end classy lifestyles. The reward for this is that one will become a household name. Ordinary people strive to make ends meet and provide for their basic needs while the wealthy and famous are beyond that and are furnishing their wants at the apex of their wants-list. They have a list on where to travel to, thus, they move from one place to another for their self-actualization. That is why some people are branded as ‘A-Listers’ and others said to enjoy ‘A-List Experience.’

From the study findings, the famous and wealthy have some form of power. The first kind of power is the purchasing power that makes them afford to keep their lavish lifestyles. They are able to travel around the globe because they have money. The other form of power is their rank or their role in the society. If one is a leader, for instance a president, they enjoy beefed up security wherever they go. Moreover, if they are presidents from the super power countries,

then they are better favoured in many ways more than are the other presidents. Thus, the hegemonic powers in fame and wealth is evident in the magazine.

The study also found out that fame and wealth was presented in a way that suggested that it makes everything and everyone around it look beautiful. The famous and wealthy were presented as beautiful people who are admirable. The photos used had people who had small bodies and looked proportional, hence, attractive to the eyes. The places shown were neatly arranged with their natural colours. Even in places where the magazine had reported that there was human traffic snarl up, that was never shown.

Lastly, the study established that the magazine depicted fame and wealth as a form of success. This is shown where one sticks to the 'to-travel' list and make their wish and dream come true. In this way, money is depicted as an indicator for success. This success is determined by ones expenditure and some show offs. According to the magazine, successful people treat themselves with expensive goods and services as well as show some aspects of philanthropism. However, Mooney (2017) has argued that there are other indicators of success, but while other means of social capital can be both more rewarding and long-lasting, comparing wealth to goodness is a form of hegemony.

5.2 Conclusion

Although the *Drum* was retailing the discourse(s) of fame and wealth, Kenya is a developing country with a small percentage of its population termed as 'wealthy and famous'. However, the *Drum magazine* builds frames of fame and wealth around selected individuals even when they are not as wealthy or famous as the magazine presents them. The magazine does not also acknowledge that, there are wealthy and famous people who do not take the said vacations. They can afford them but do not indulge because of priorities and varied interests.

Notably, the magazine was meant to serve the needs and whims of a settled urban society and help them ‘dream’ of a better life. Thus, the magazine retailed the discourse (s) of fame and wealth as the way of earning a better life. Media and communication are basic components of modern life. According to paradigm of media culture, culture is the medium of social representation and engagement. Cottle (2006) has suggested that sounds, images and spectacles in media traditions help influence everyday life, dominating time for leisure, sharing political ideologies and social culture out of which people make sense of their own identities. In relation to this, this study observed that the *Drum Magazine* applied this while presenting fame and wealth especially during leisure times. The magazine presented wealth and fame in a way that constructed a sense of class and placed more salience on money. Thus, the *Drum Magazine* shapes the views of its readers by portraying money as the greatest wealth.

Since the magazine skewed fame and wealth in favour of the people it covered, it led them to living a lie. It also manufactured a culture of ‘fake it till you make it’ among the people that it was supposed to help ‘dream’ of a better life. Thus, the *Drum*’s promotion of a materialistic culture may have led to moral degradation in Kenya. Notably, Kenya has been reporting high rates of corruption. This is because promotion of materialistic culture promotes economic crimes such as corruption.

5.3 Recommendations

Even though there are other forms of wealth, money was presented as the most important form of wealth. Notably, some schools of thought believe that health supersedes money. Thus, they argue that the greatest wealth is health. However, this study observed that health as a form of wealth was underrated in the *Drum Magazine*. Money was given too much salience in creating fame to entertain and fascinate the audience. Therefore, this study recommends that the *Drum*

Magazine, and any other magazine, should create an equilibrium with all forms of wealth when presenting fame and wealth. This is because when too much salience is placed on money, people tend to become greedy leading to increased socio-economic crimes.

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APPENDIX

Appendix 1: Discourse analysis tool

The following tools were used to collect and analyse data for this research:

Tool	Questions considered
1. Fill in tool	<ul style="list-style-type: none"> ▪ What assumptions are made about fame and wealth? ▪ What inferences are made about fame and wealth? ▪ What is the purpose of the information being represented?
2. Significance building tool	<ul style="list-style-type: none"> ▪ How are the words and grammatical devices used to create meaning? ▪ Do the words build significance or lessen it?
3. Topics and themes tool	<ul style="list-style-type: none"> ▪ What is the topic in a given text? ▪ What is the message being communicated? ▪ Why was a particular theme or topic chosen?
4. Vocabulary tool	<ul style="list-style-type: none"> ▪ What sort of words are being used? ▪ What styles and word types are used to denote fame and wealth? ▪ What register is used and how does it contribute to the message?