
Images of the European Union as a Development Actor in Kenya

Patrick Kimunguyi
Monash University



Monitored Media

	Owner	Reach	Daily Circulation	No. of items
Daily Nation	Nation Group	National	184 000	111
The Standard	Standard group	National	70 000	104
The East African	Nation Group	National	30 000	39
Taifa Leo	Nation Group	National	35 000	47

Sample

1.) Total Newspaper Items analysed

302

2.) Elite interviews

Elites

Number of Interviews

Political

6

Business

7

Media

6

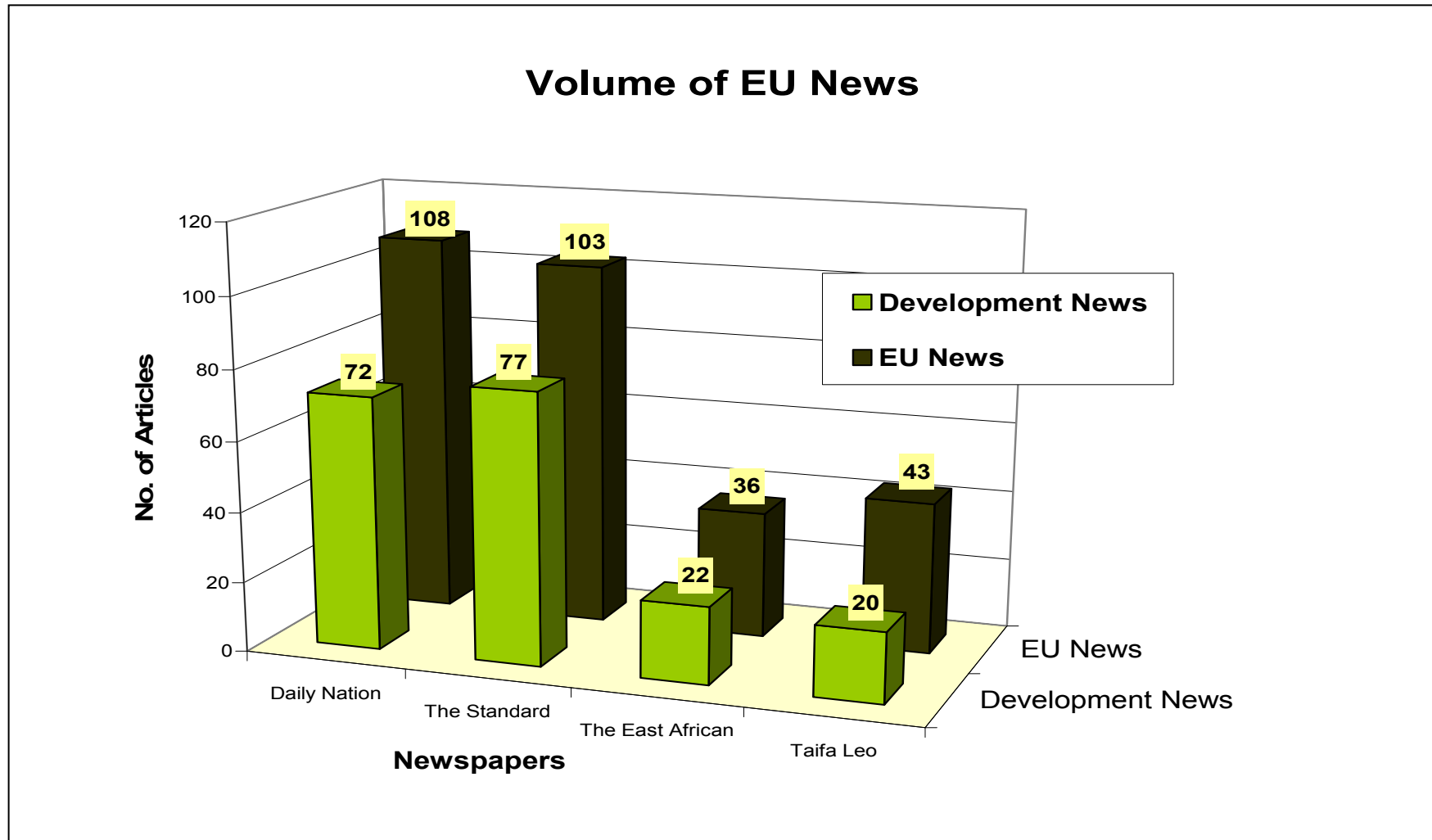
Civil Society

8

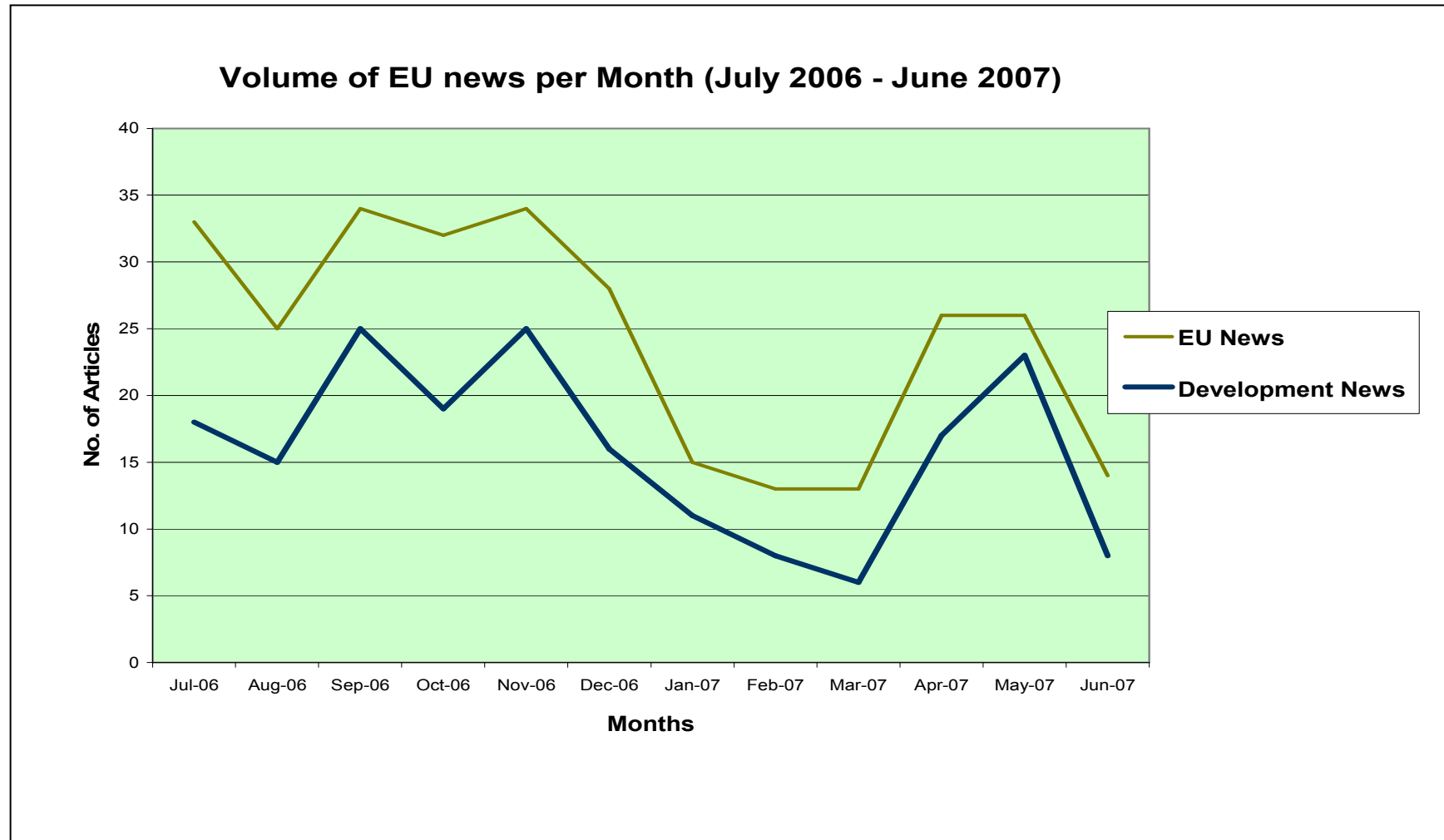
Total Elites

31

Volume of EU News



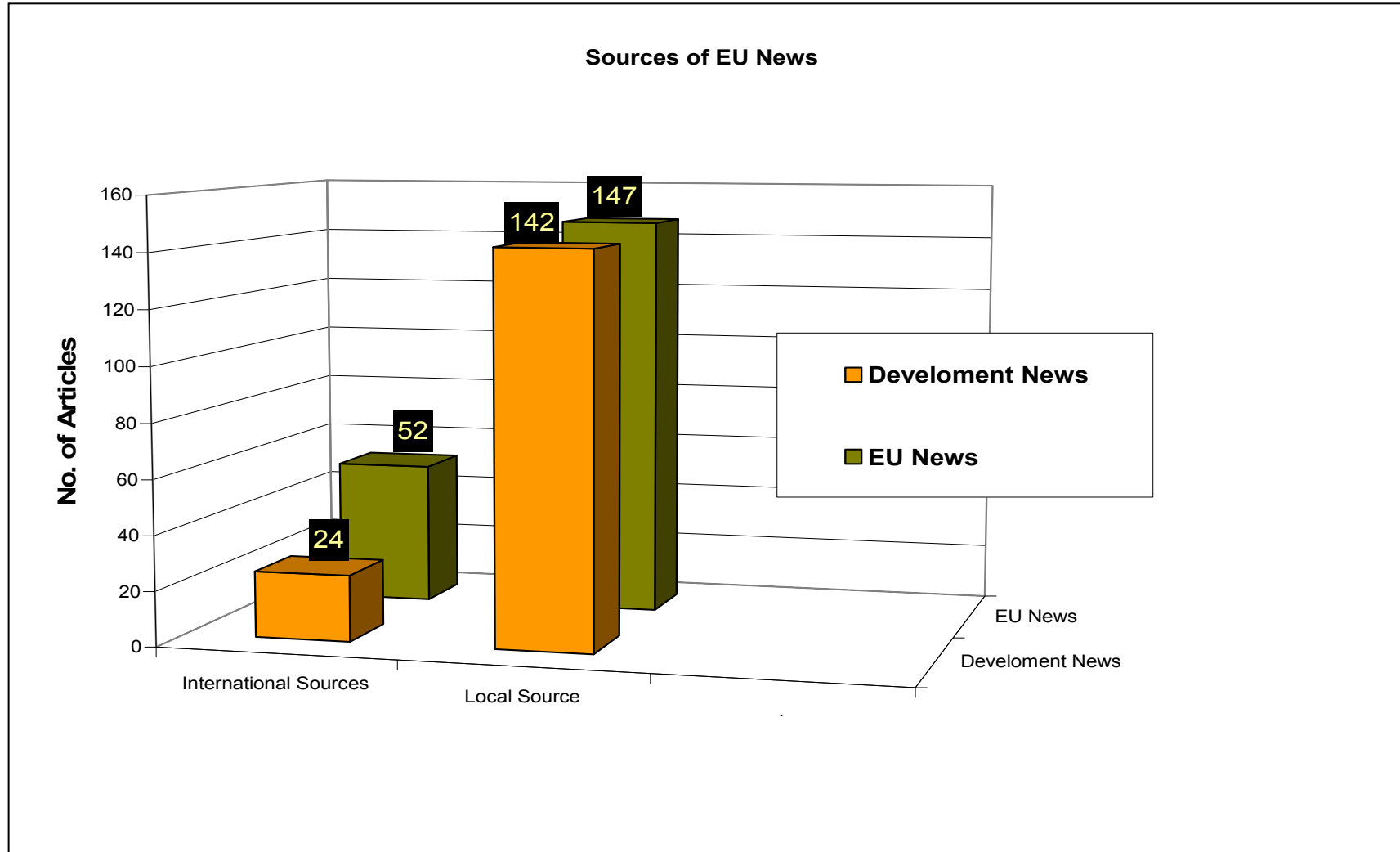
Dynamics of EU Coverage



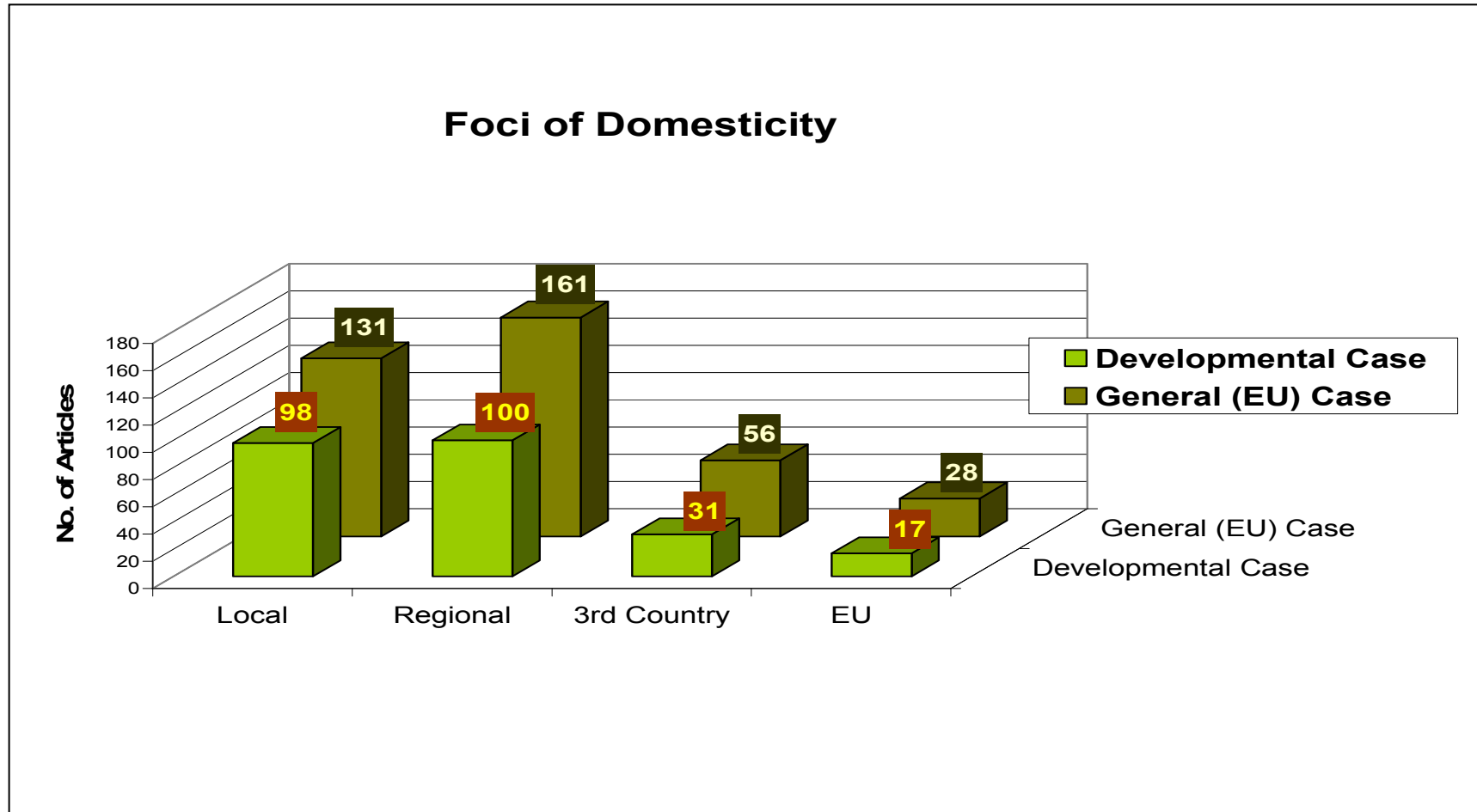
Key Events in Kenyan Newspapers

Type	Key Events
EU/Local	<ul style="list-style-type: none">■ EU-ACP: Economic Partnership Agreement Negotiations■ World Climate Change Summit in Nairobi■ Presidential Campaign
EU/Regional	<ul style="list-style-type: none">■ EU-ACP: Economic Partnership Agreement Negotiations■ Crisis Management: DRC, Darfur, Somalia, Zimbabwe
EU/EU	<ul style="list-style-type: none">■ Enlargement – Bulgaria, Romania■ Turkey
EU/Global	<ul style="list-style-type: none">■ WTO: Doha Round of trade negotiations■ World Environmental Summit / Kyoto Protocol■ Middle East: Palestine, Lebanon

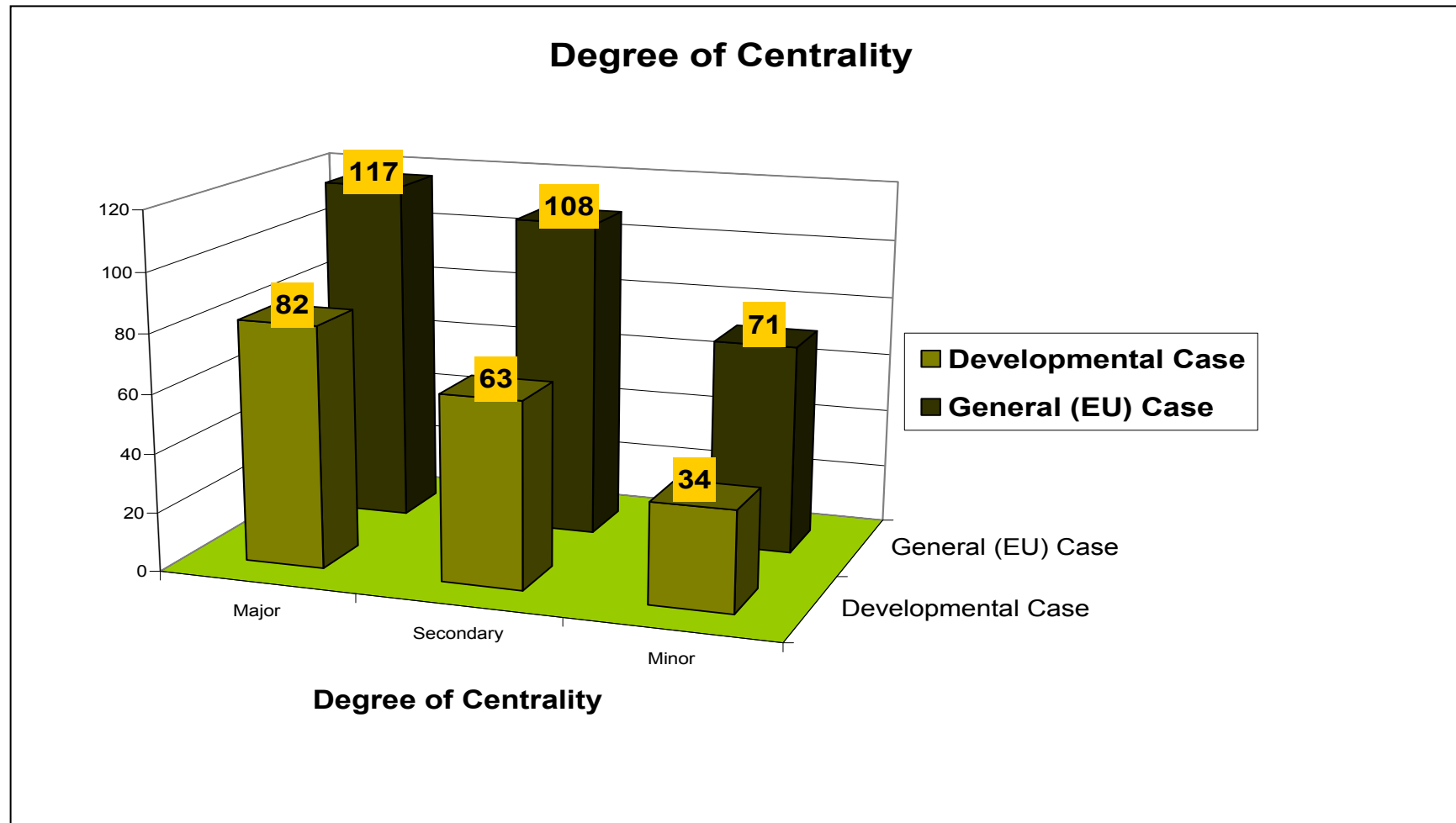
Sources of EU News



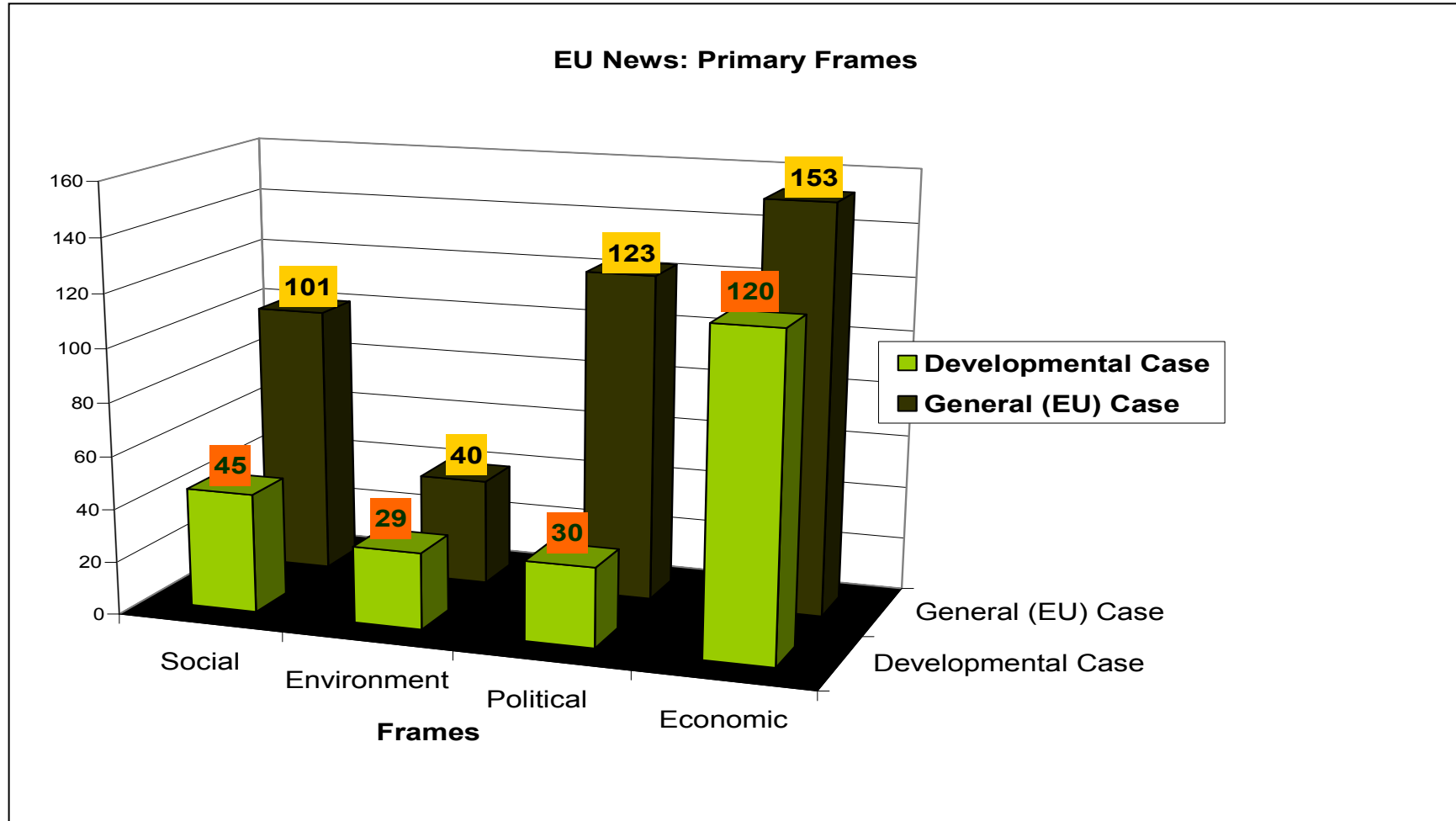
Foci of domesticity



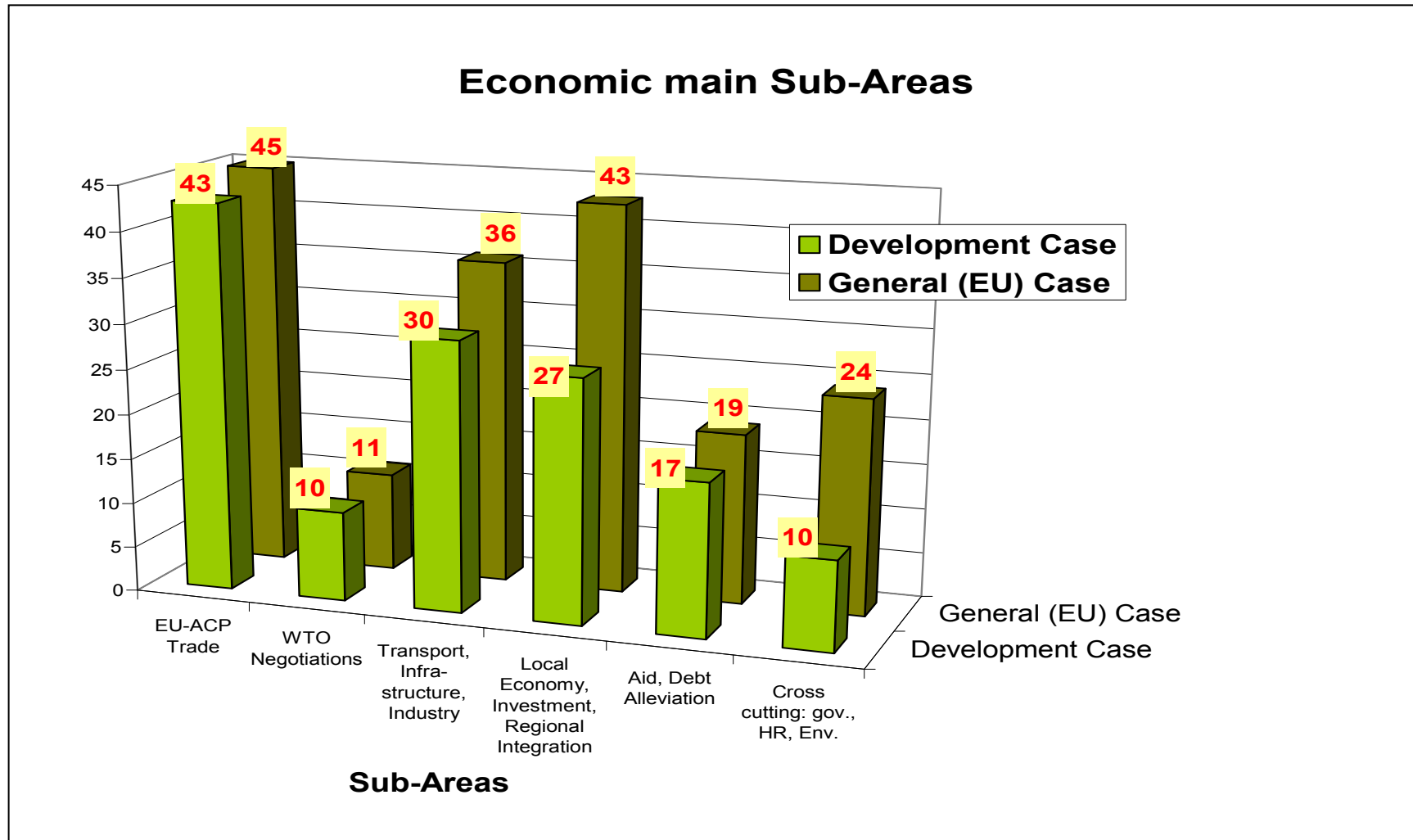
Degree of Centrality



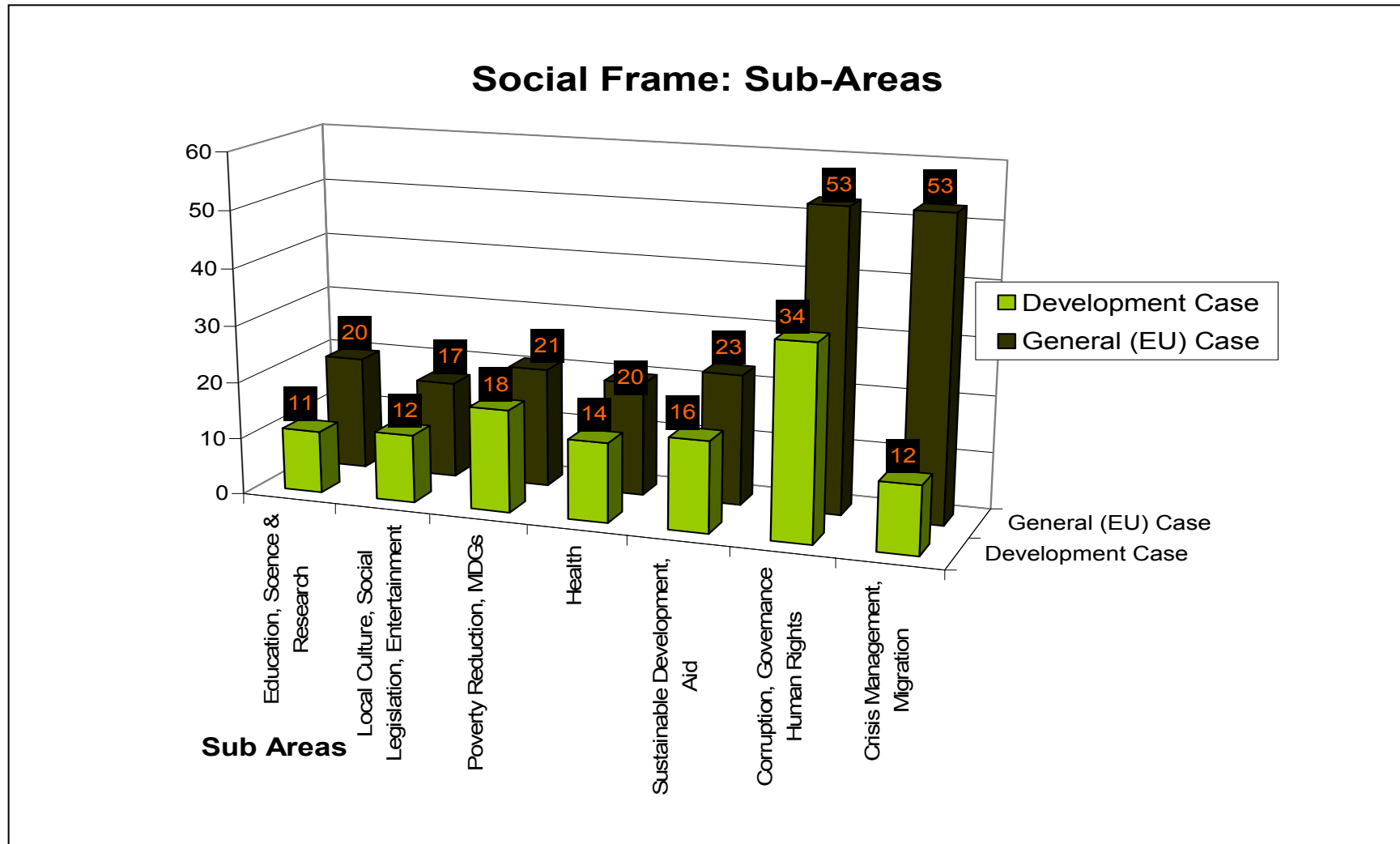
Primary Frames of EU News



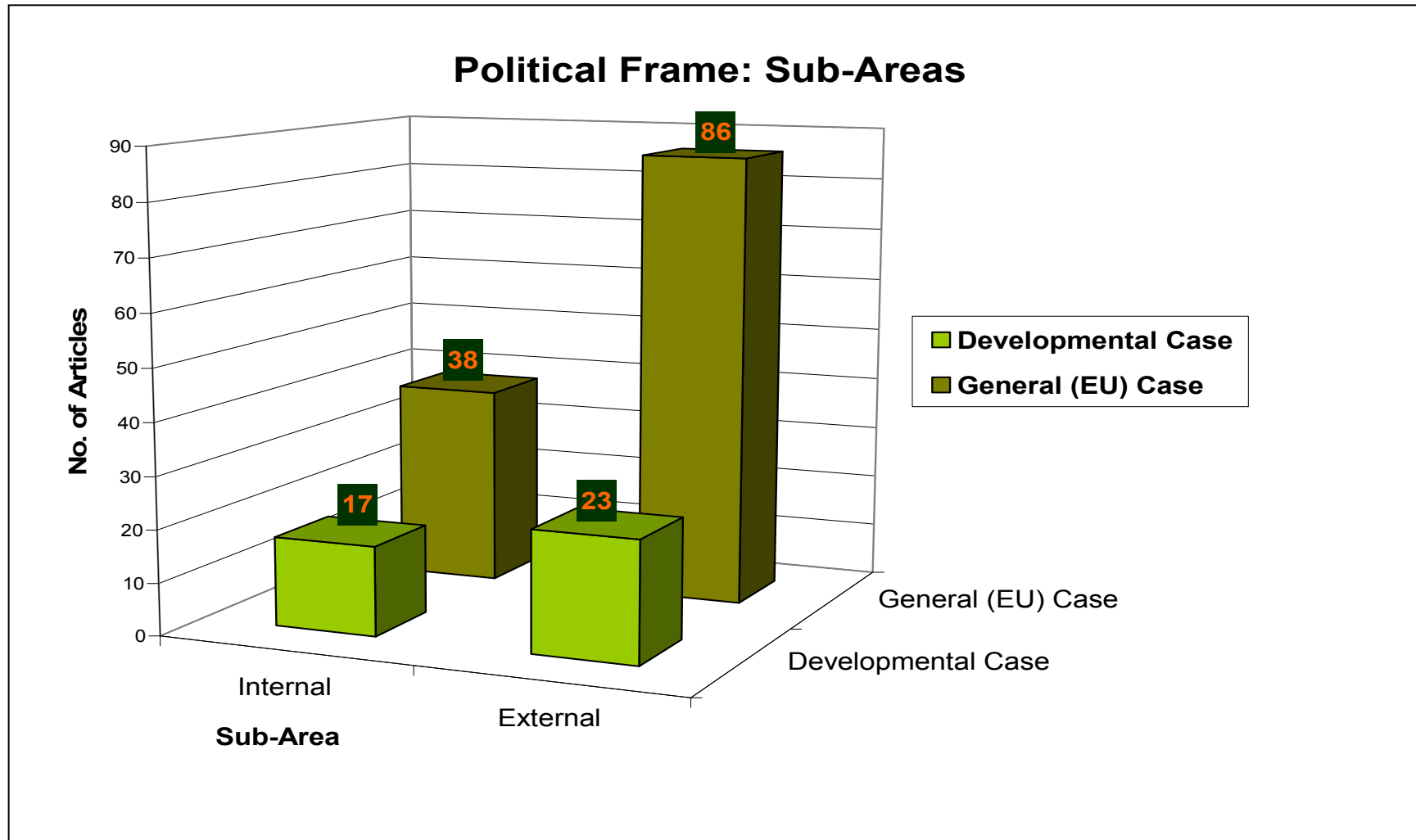
Economic Frame: Main Sub-Areas



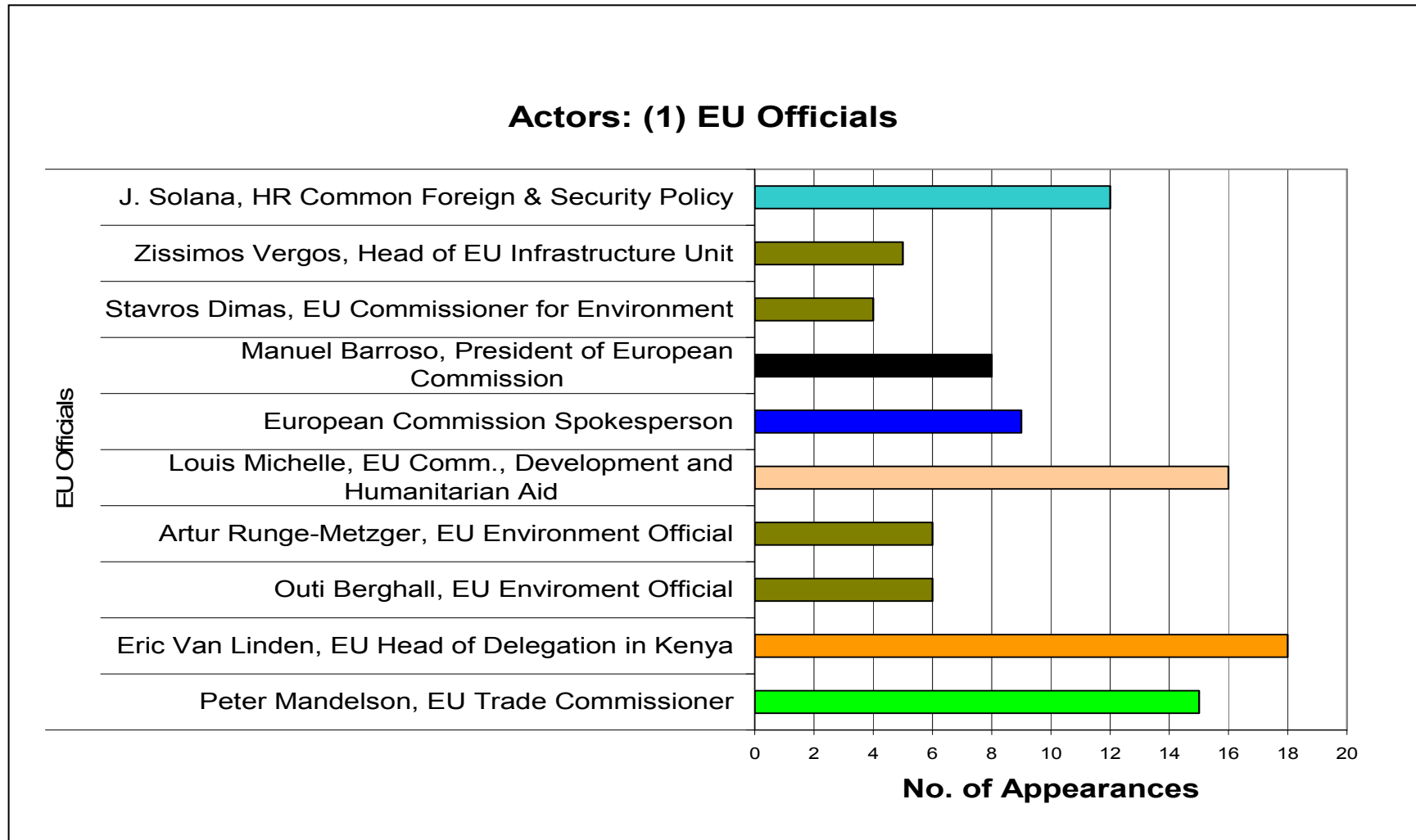
Social Frame: Main Sub-Areas



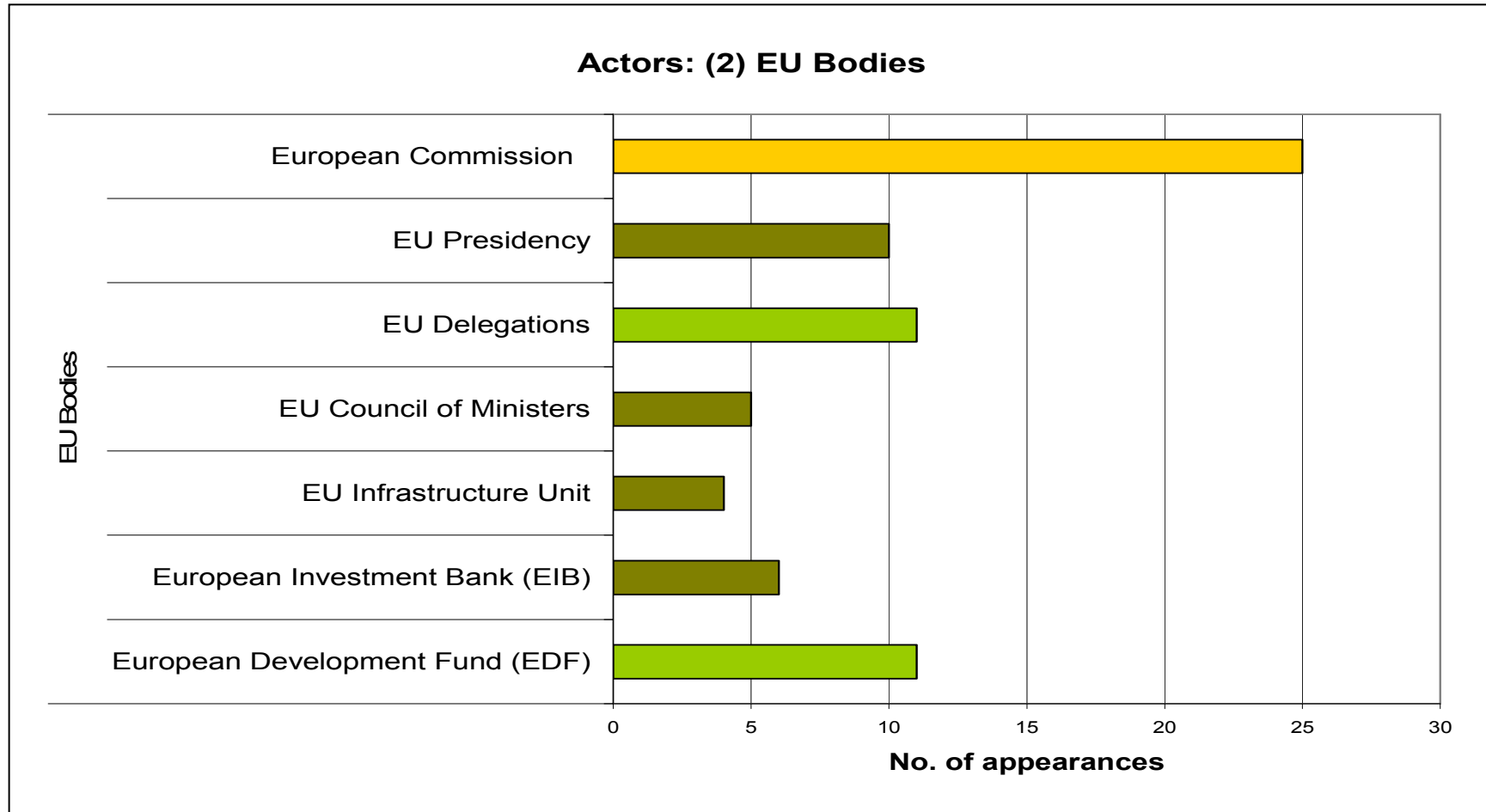
Political Frame: Main Sub-Areas



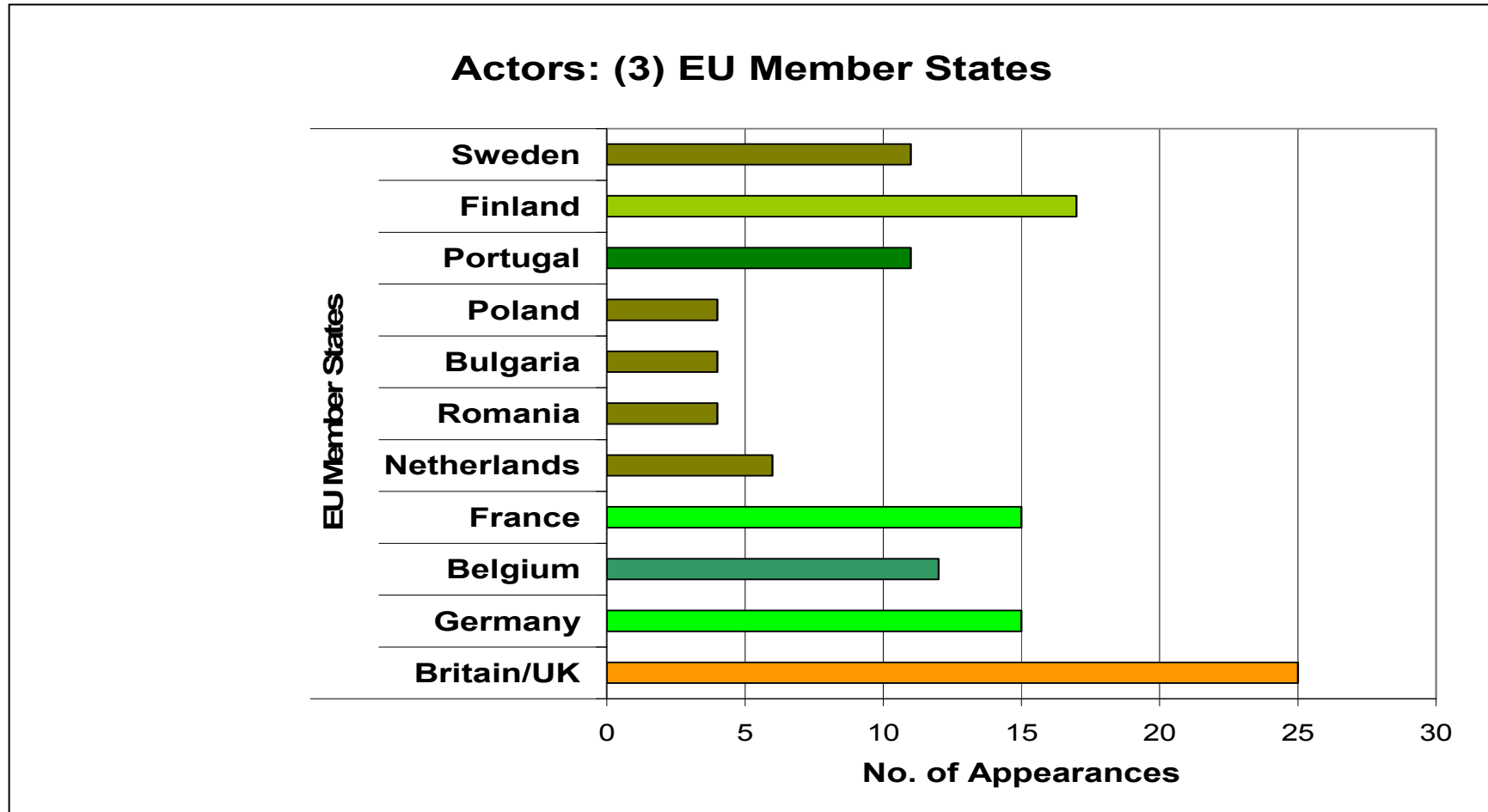
Actors: (1) EU Officials



Actors: (1) EU Bodies

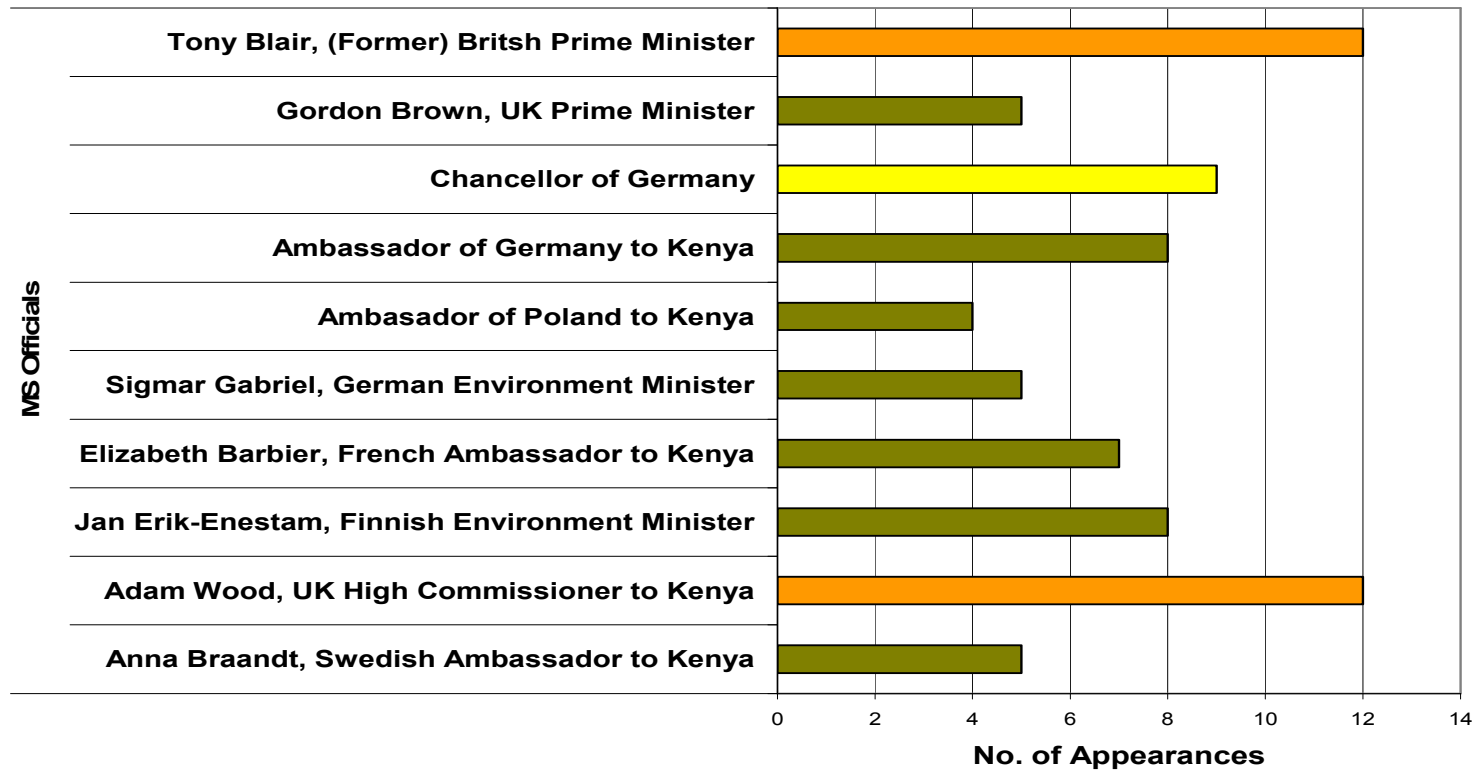


Actors: (3) EU Member States

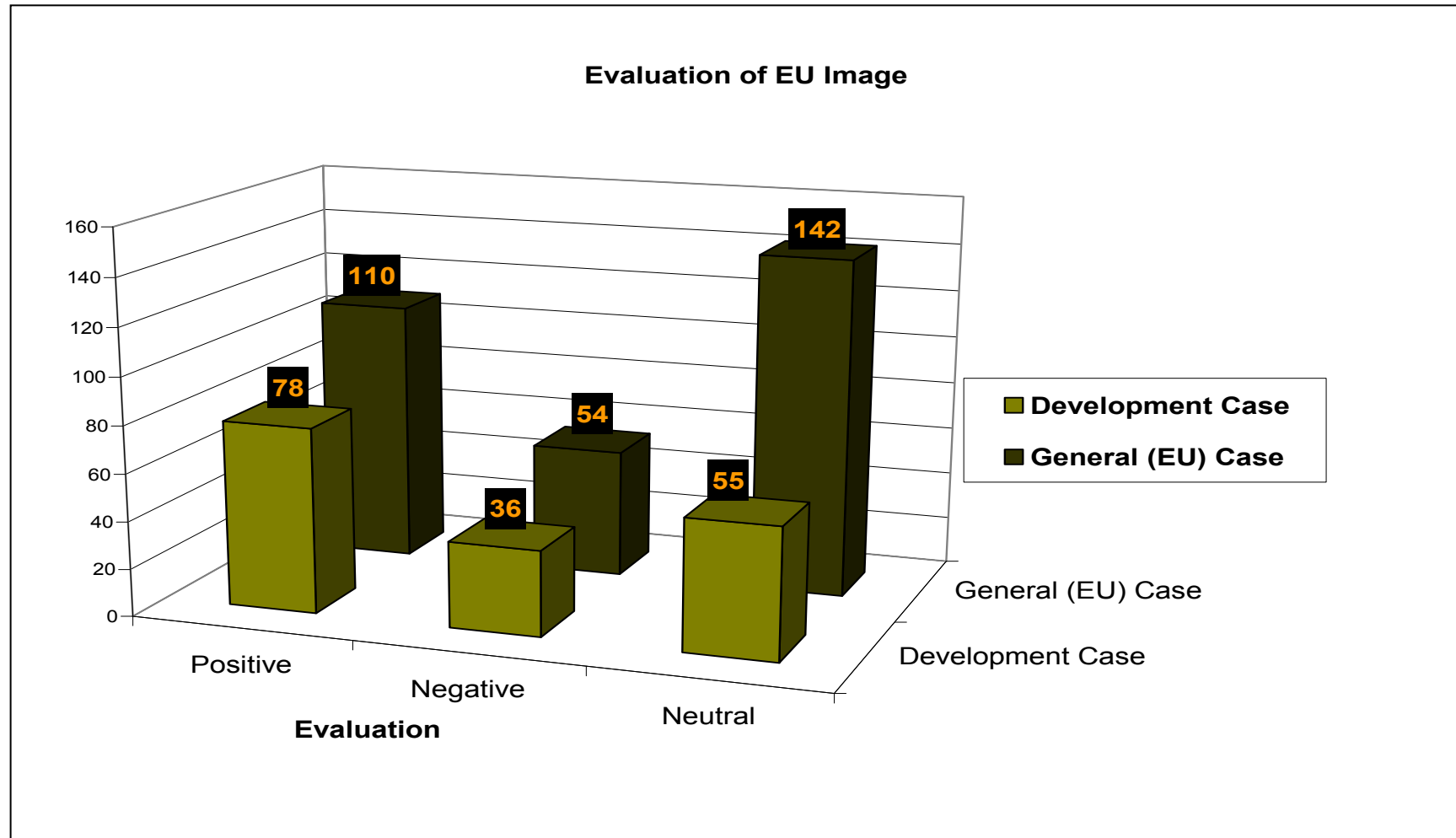


Actors: (4) EU Member states Officials

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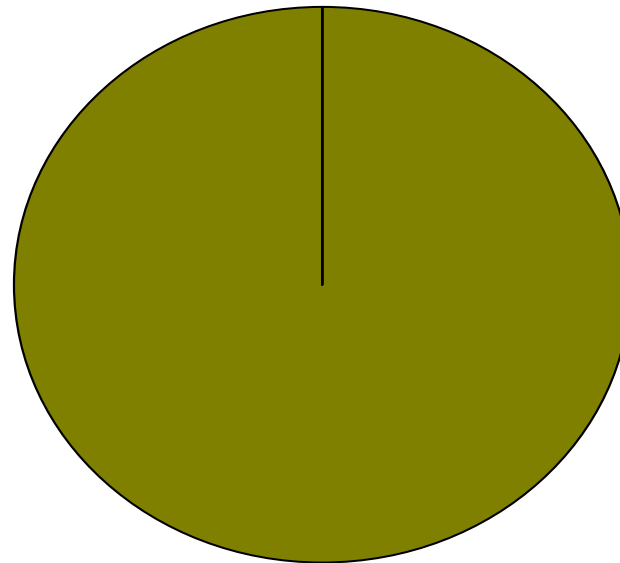
Evaluation of EU Image



Elite Perceptions

European Union: A Global Power?

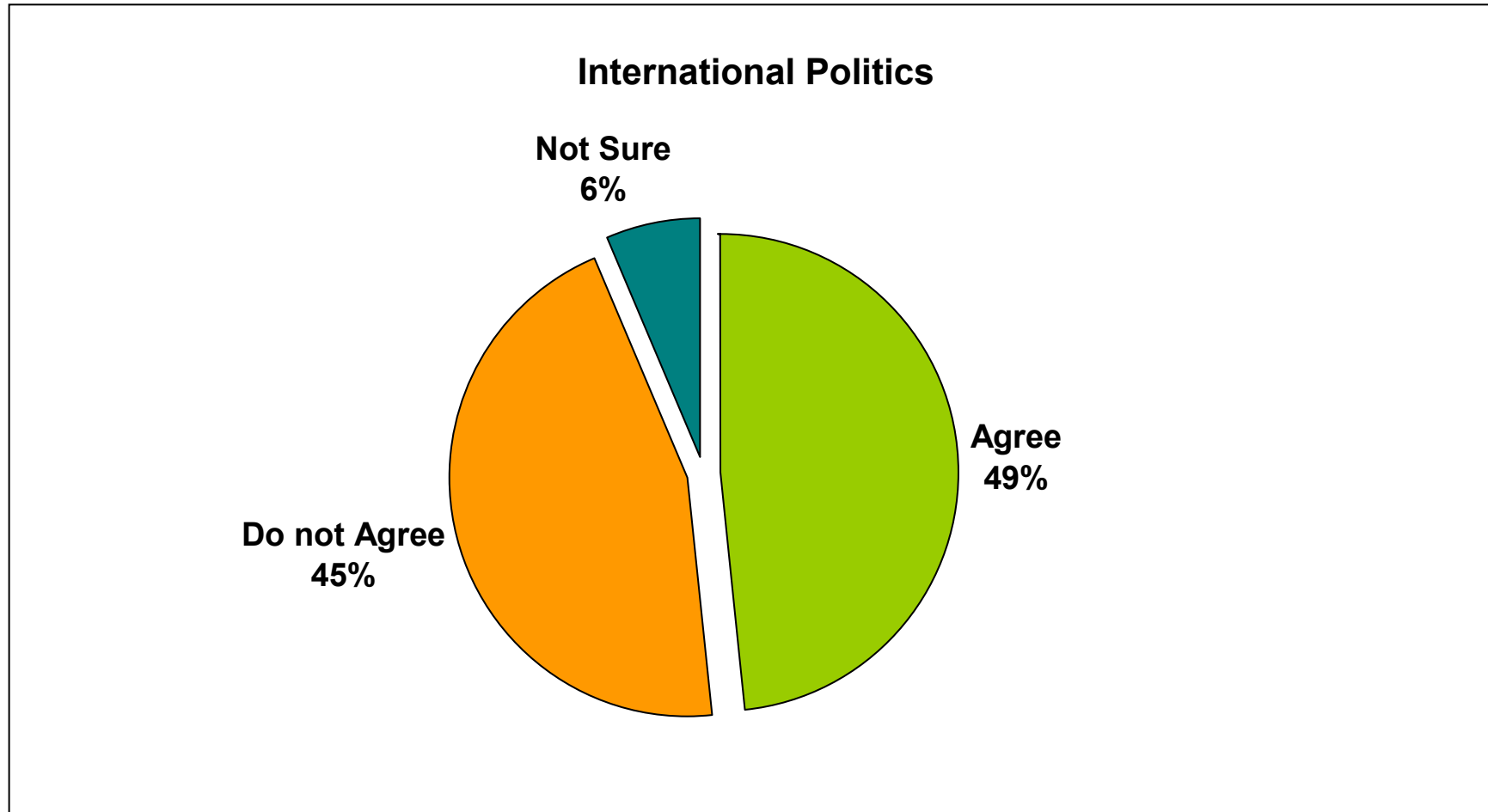
EU as a Global Power



**Agree
100%**

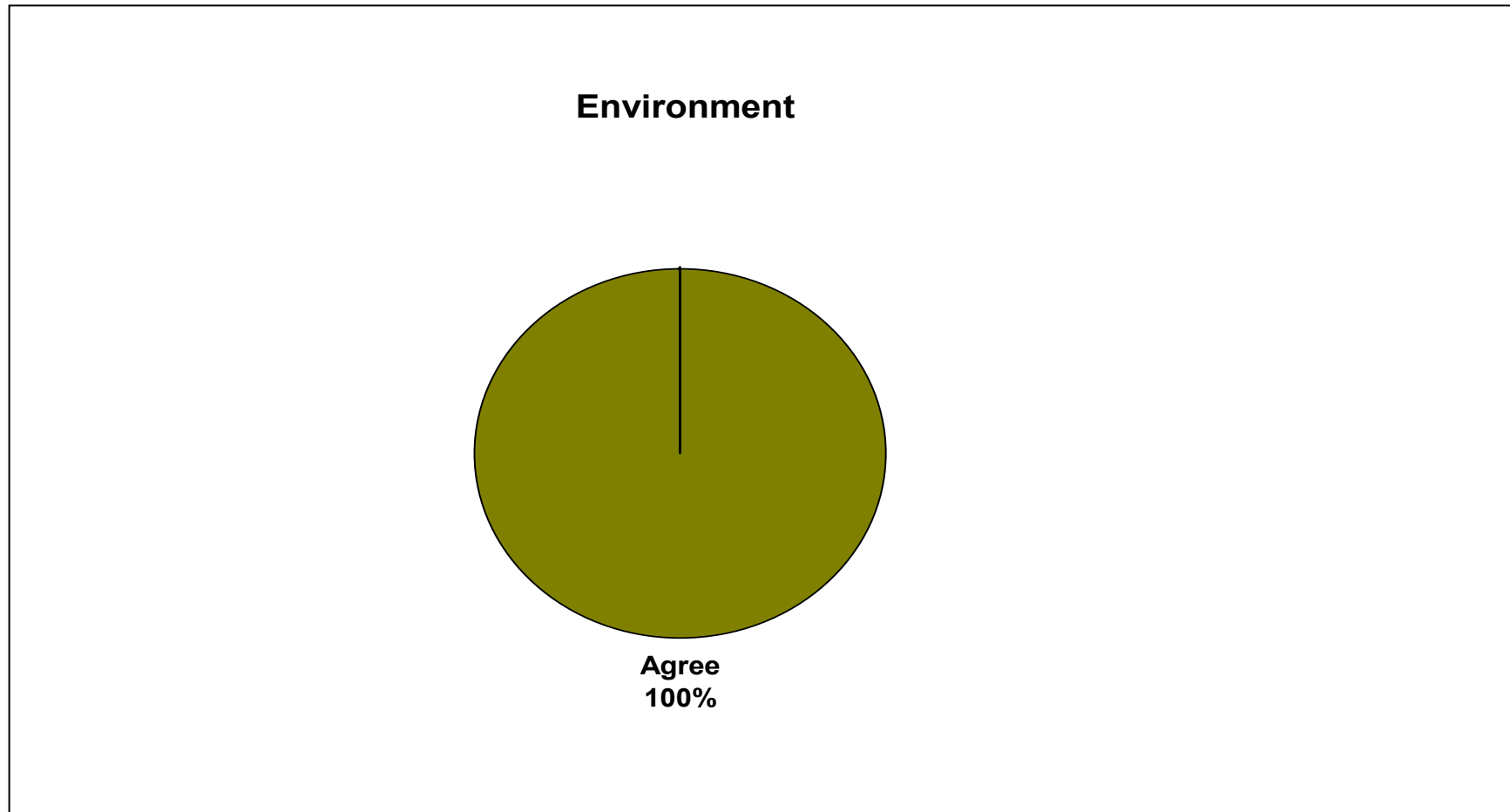
European Union:

A leader in international Politics?



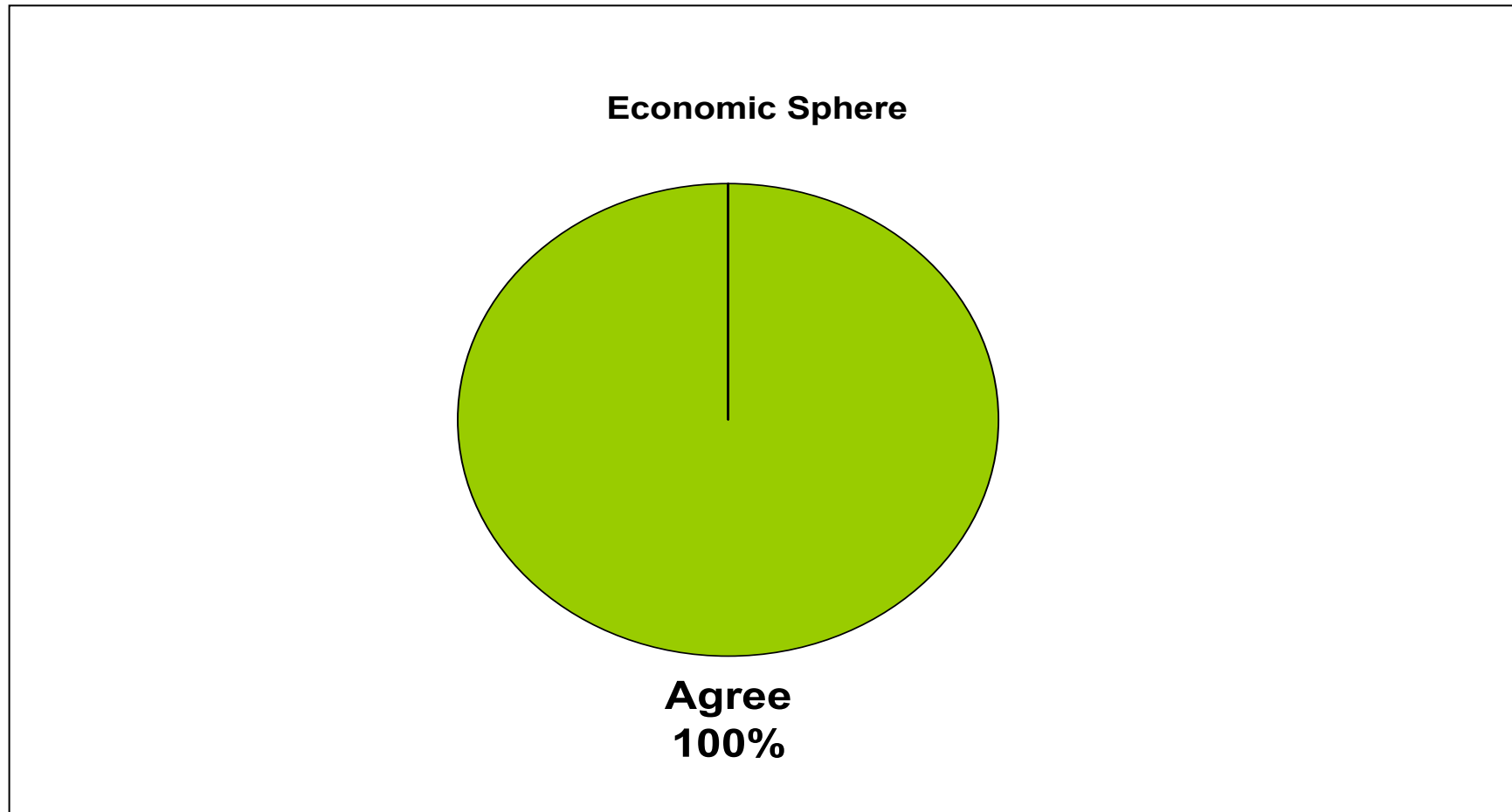
A leader in international Politics:

(1) Environment?



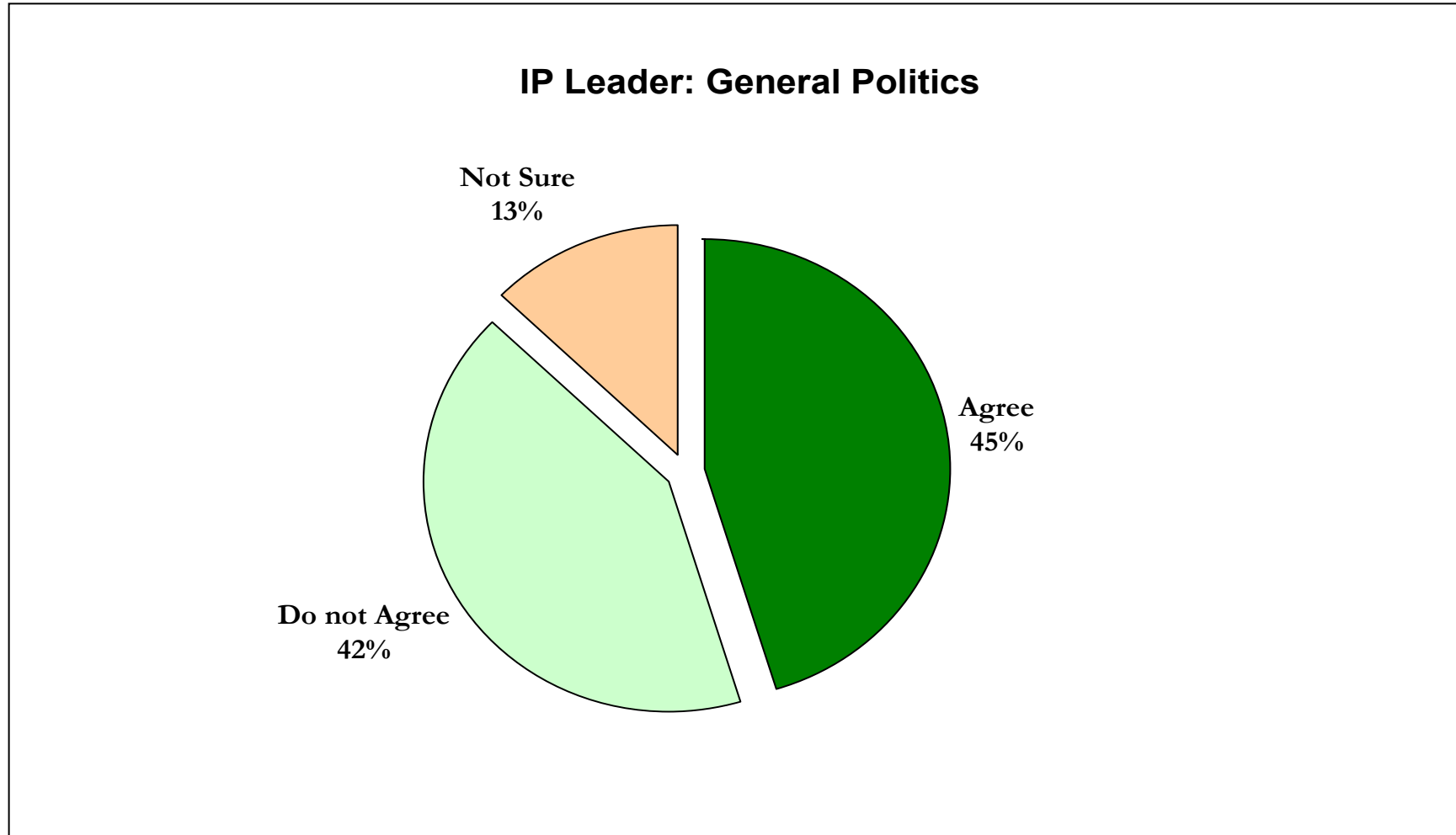
A leader in international Politics:

(2) Economic Sphere?



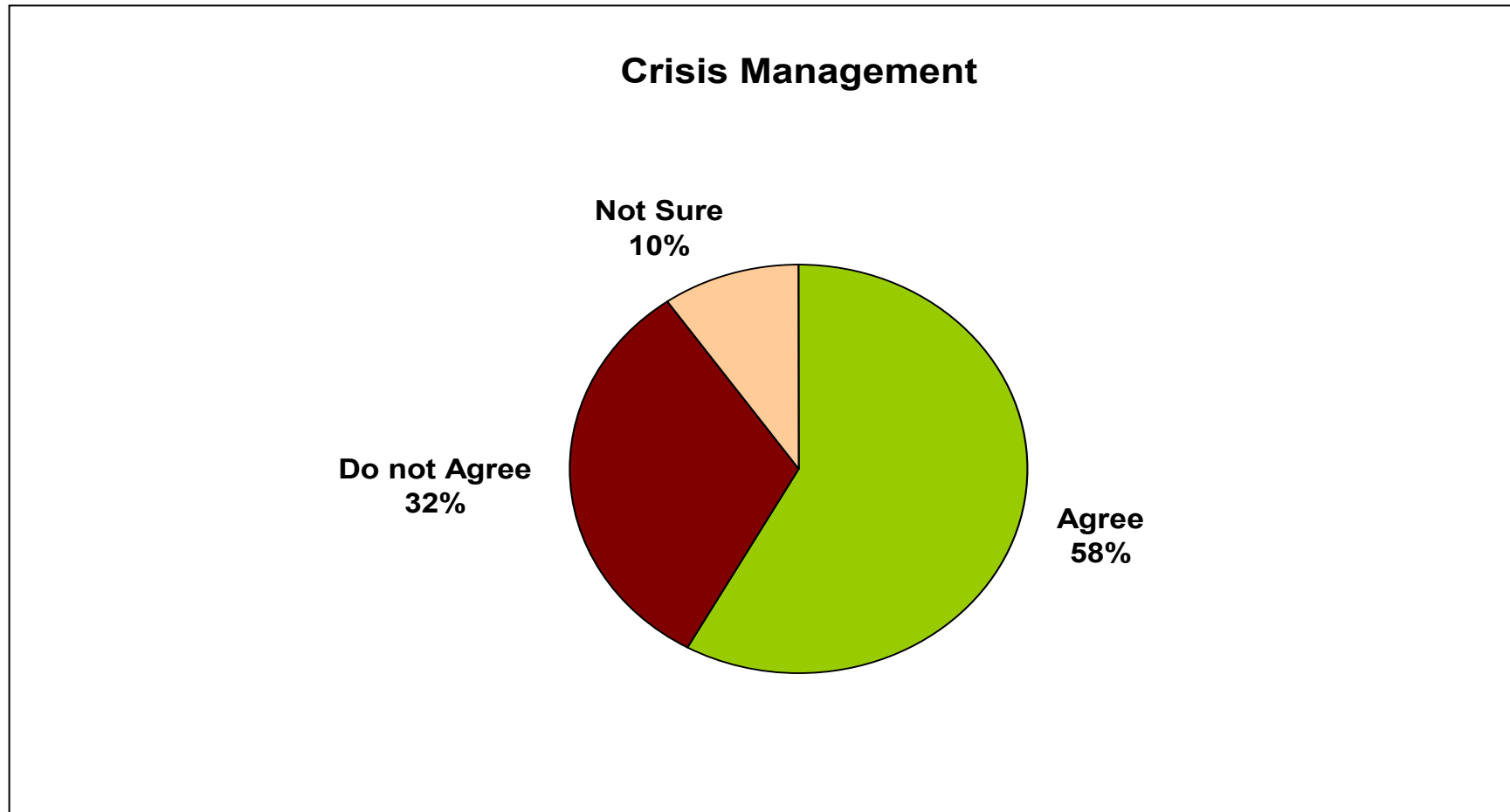
A leader in international Politics:

(3) General Politics?



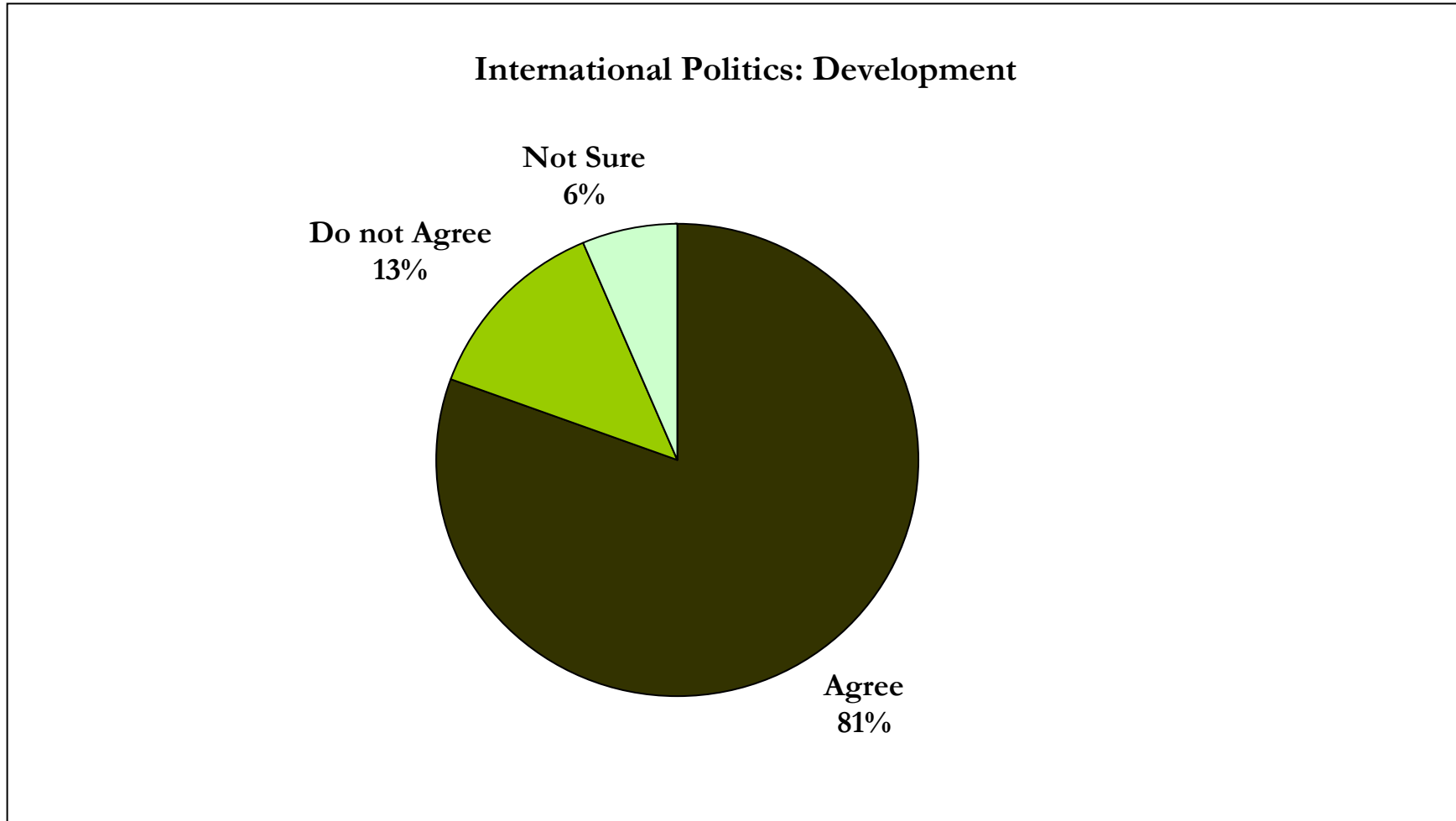
A leader in international Politics:

(4) Crisis management?



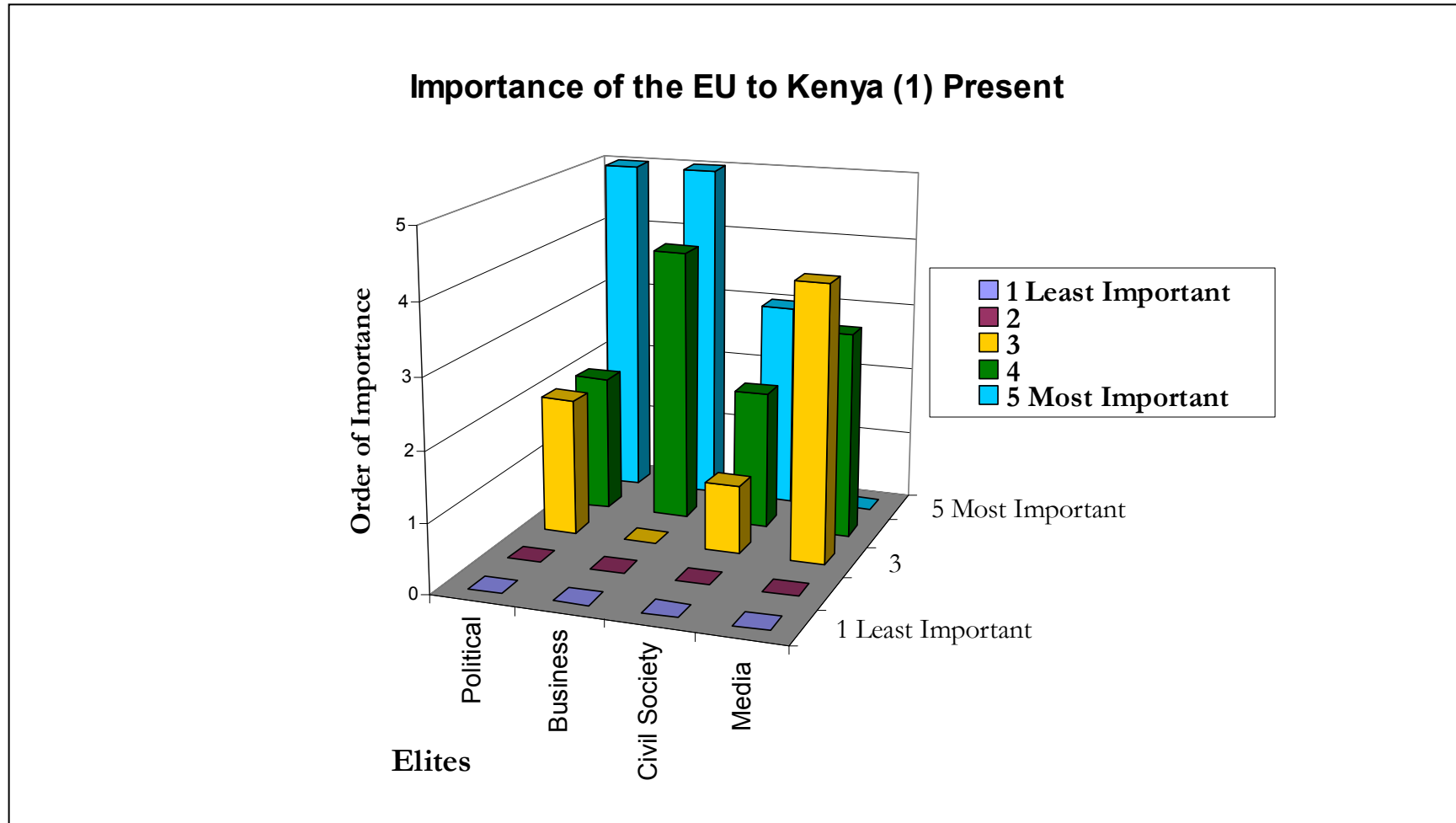
A leader in international Politics:

(5) Development?



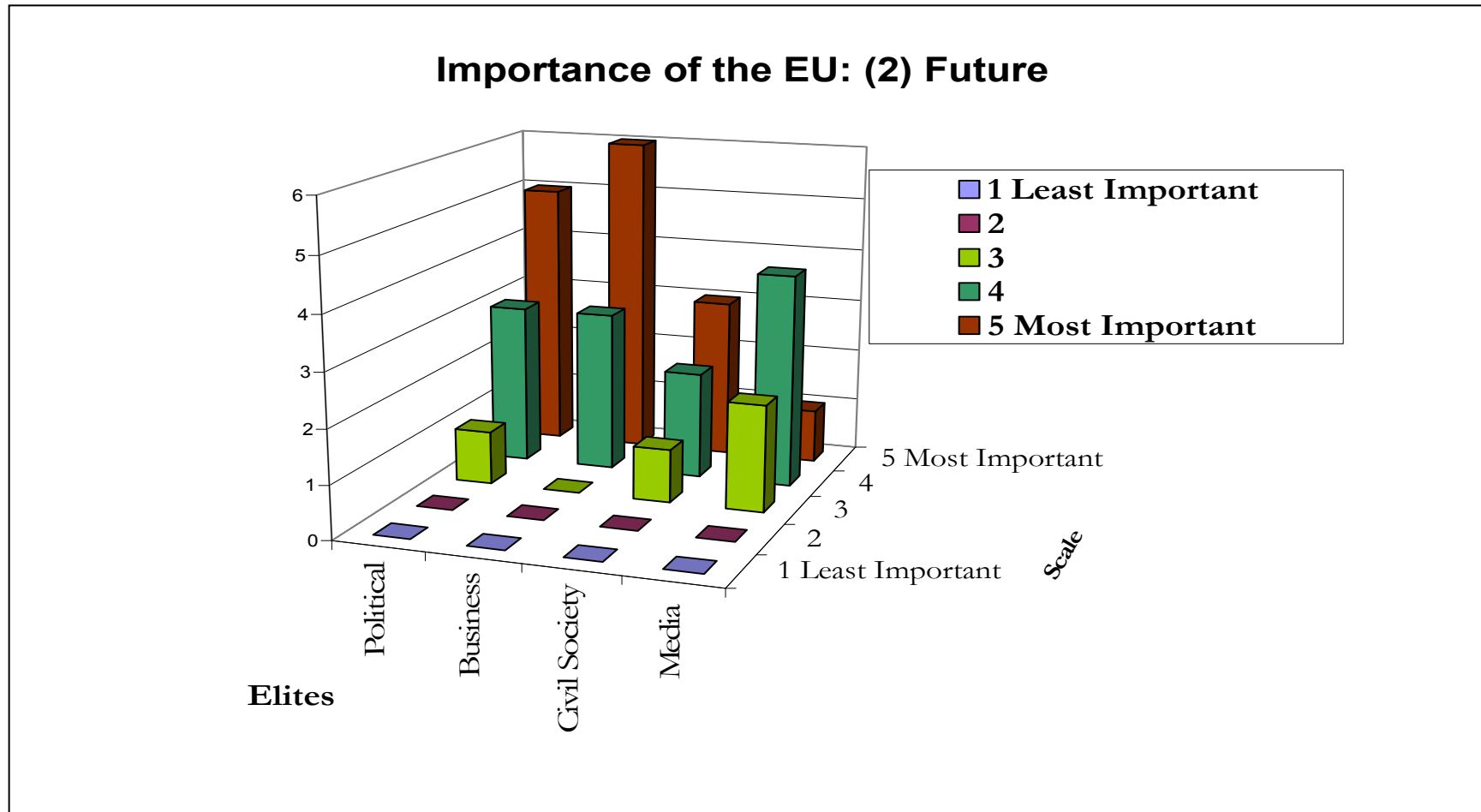
Importance of EU to Kenya

(1) Present?



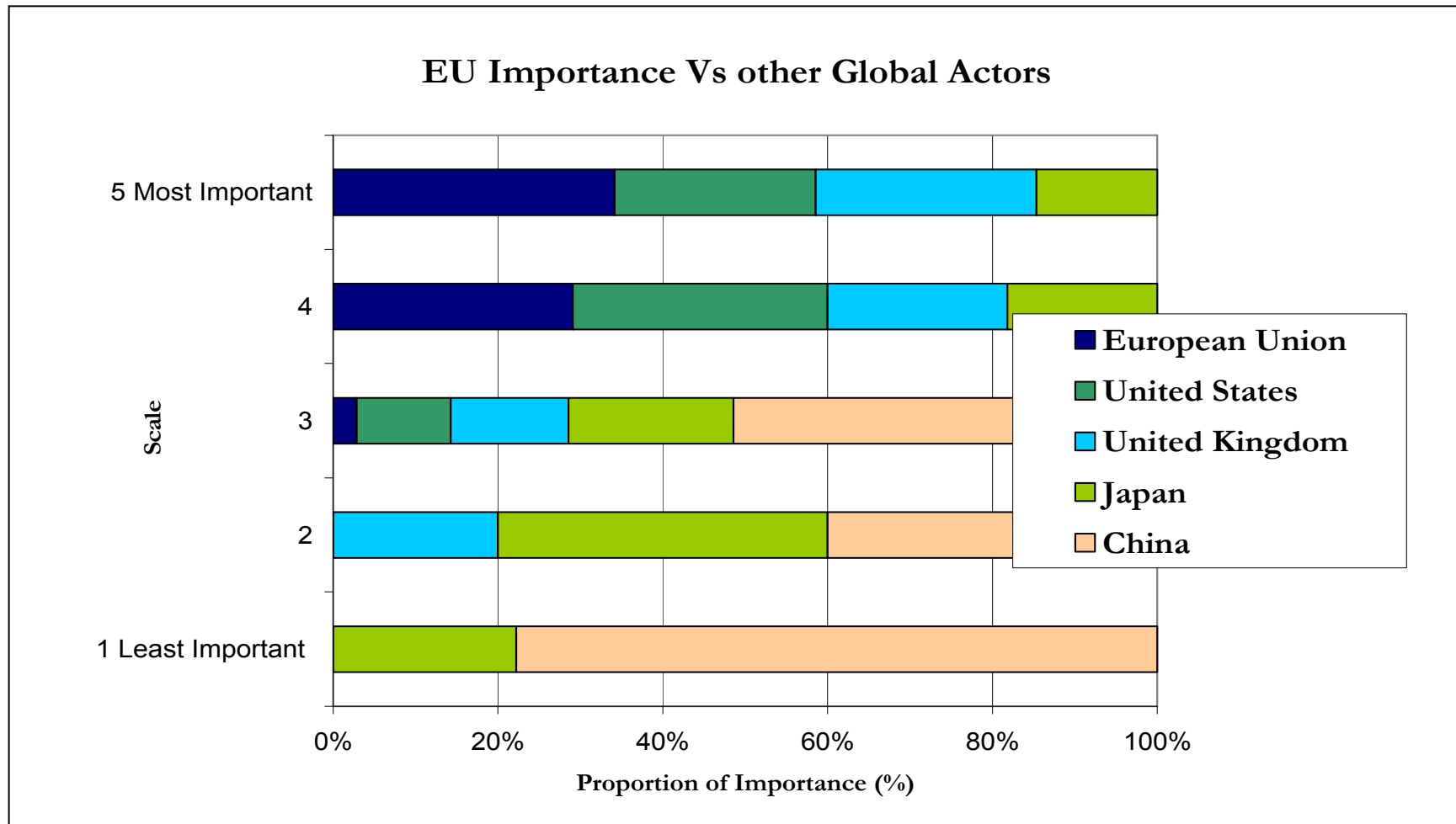
Importance of EU to Kenya

(2) Future?



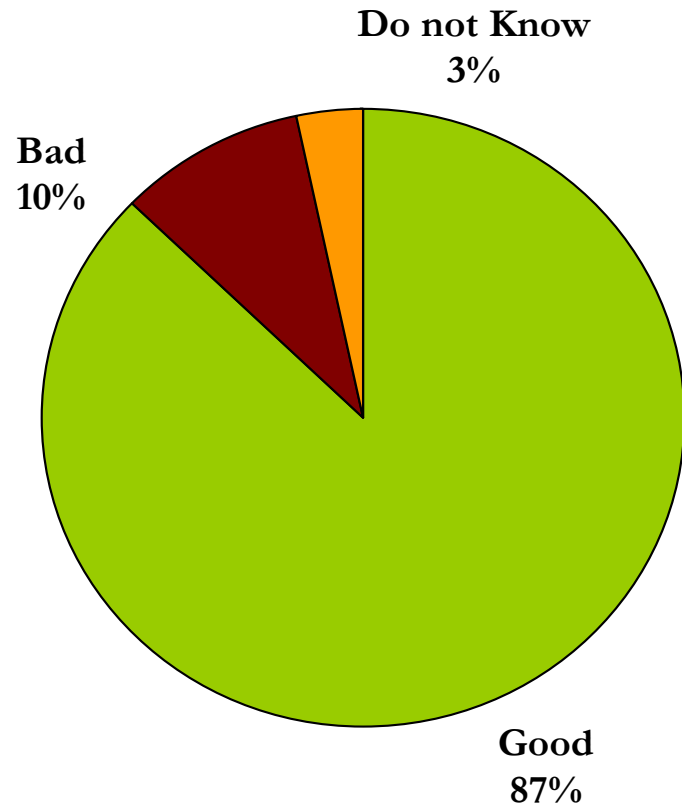
EU Importance

Vs Others Actors



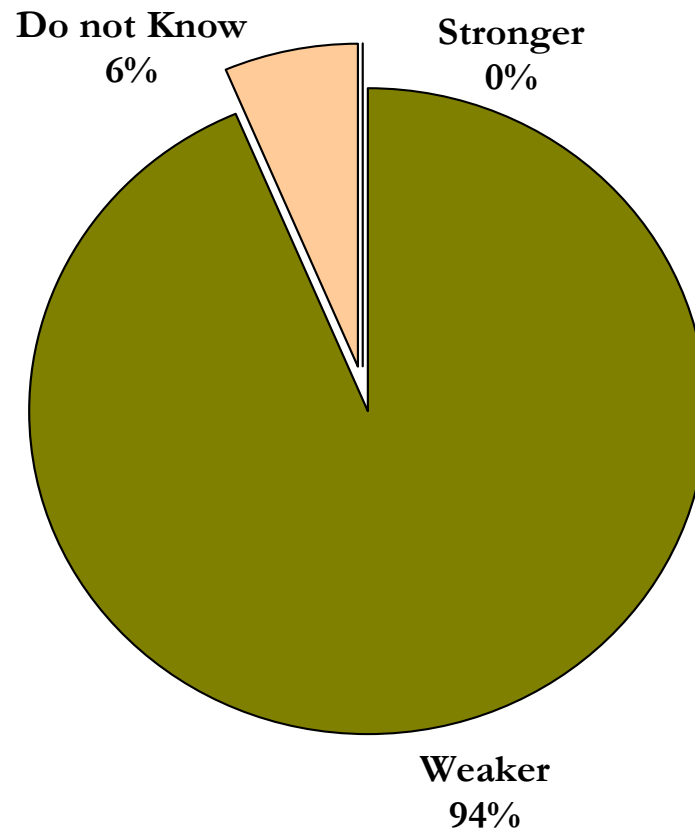
Perceptions of EU Enlargement?

Perceptions of EU Enlargements



Perceptions of the *euro* Vs dollar

Perceptions of the euro vis-a-vis the US Dollar



Perceptions of EU Delegations

“Come to us”!!

- Good that the EU has a delegation in Nairobi
 - But, dominant perception that the EU delegation deals more with government and less with the private sector and civil society
 - Delegation ‘should come out’ to these groups and make itself known to them and make EU interest in Kenya be known to people
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Perceptions of EU Delegation and its role

“Make yourself known”...

- EU Delegation should:
 - ❑ make more use of the media
 - ❑ run workshops
 - ❑ public campaigns
 - ❑ information centres about the EU
 - Government and delegation to involve **civil society and private sector in projects** as a measure towards encouraging ownership
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Thank You

Methodology

- Daily analysis of newspapers b/n **June 2006 and July 2007**
 - Any article with the phrase “European Union” or “EU”
 - Any article which used “Europe” as a clear reference to the EU
 - Regardless of whether the EU was “major” or “minor”

 - Quantitative instruments in analysis:
 - the level of coverage of the EU in the media
 - the monthly distribution (dynamics)
 - information sources
 - length of articles
-

Methodology

The three main qualitative instruments:

1.) Focus of domesticity:

whether the focus of the EU in the news item is

- **local** (in Kenya)?
 - **regional** (Africa)?
 - in **3rd country** (non-EU/non-African)?
 - in the **European Union**?
-

Methodology

2.) Degree of centrality: along 4 'frames':

whether the EU being presented as

- an **economic** actor?
 - a **political** actor?
 - a **social** actor?
 - a **developmental** actor?
-

Methodology

3.) Evaluation (objectivity and tone in approach & style)

- Is it *neutral* towards the EU?
- Is it *negative* towards the EU?
- Is it *positive* towards the EU?

4.) Elite Interviews

EU Importance Vs other Global Actors?

Emerging Issues

- Kenya is seeking alternative partnerships in the South due to the EU's strict regulations and conditions
 - Kenya liaising with China, India, Malaysia, Brazil and other developing countries instead
 - EU emphasis on rule of law, good governance, human rights is welcome
 - But, EU should be more flexible in dealing with developing countries like Kenya
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EU Importance Vs other Global Actors?

Emerging Issues

- Europe is a more preferred partner to Kenya than any other global player (US, UK, China, Japan, India etc.)
 - historical tradition of relations since colonial period:
 - shared political systems, culture, language, values
 - European values: G-governance, Human Rights, Rule of law
 - EU itself more preferred than other its member states:
 - No negative colonial history – psychologically positive.
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