



## Framing Femicide: An Analysis of Online Media Reporting on Kenyan Women Killed.

### Abstract:

Femicide, the act of killing a woman or girl because of her gender, represents the most severe form of violence against women and is deeply rooted in the pervasive gender inequality ingrained in society<sup>1</sup>. The UN Women reported that in 2021 45,000 women and girls worldwide fell victim to femicide at the hands of intimate partners or family members, translating to more than five of these tragic incidents occurring every hour. The United Nations Office on Drugs and Crime (UNODC) states that 706 cases of femicide, or 2.64 cases per 100,000 women, occurred in Kenya in 2021; even more distressing is the fact that within the first 26 days of January 2024, 12 women have already lost their lives to this form of violence in Kenya<sup>2</sup>

Media frequently cover femicides, employing various frames in their reporting of these tragic acts of violence against women<sup>3</sup>. This research explores the framing and media portrayal of six reported femicide cases in January 2024 in Kenyan internet press articles. The research methodology used in this study includes media framing analysis and thematic content analysis<sup>4</sup>. We investigate the research's findings, looking at the features of media coverage and content surrounding the six femicides that occurred in Kenya, identifying the mainframes that the media used to report on these incidents, and determining whether or not they used perpetrator-centric or victim-blaming narratives. Furthermore, we evaluate how the media portrays these crimes against women—whether as isolated cases or in the context of larger societal problems—to determine whether or not they raise public awareness and encourage social responsibility about femicides in Kenya.

<sup>1</sup> Gender-related killings of women and girls: Improving data to improve responses to femicide/feminicide, UN Women

<sup>2</sup> <https://www.femicidecount.org/>

<sup>3</sup> Aldrete, M., & Fernández-Ardévol, M. (2023). Framing femicide in the news, a paradoxical story: A comprehensive analysis of thematic and episodic frames. *Crime, Media, Culture*, 0(0). <https://doi.org/10.1177/17416590231199771>

<sup>4</sup> Lindgren, E., Lindholm, T., Vliegenthart, R., Boomgaarden, H. G., Damstra, A., Strömbäck, J., & Tsfati, Y. (2022). Trusting the Facts: The Role of Framing, News Media as a (Trusted) Source, and Opinion Resonance for Perceived Truth in Statistical Statements. *Journalism & Mass Communication Quarterly*, 0(0). <https://doi.org/10.1177/10776990221117117>

