

Last is to give my sincere gratitude to Multimedia University of Kenya for providing a relaxing environment for uninterrupted studies. All the lecturers that I have passed through their hands, I cannot mention all of you, but just to say you were of great help during my time in school.

References

- [1] Burnard, P. G. (2007). Analyzing and Presenting Qualitative Data. *British Dental Journal* 204, 429–432.
- [2] Creswell, J. (2010). *Research design: Qualitative, Quantitative, and Mixed Methods Approaches (2nd edition.)*. Thousand Oaks, CA: Sage Publications.
- [3] Davison, W. P. (2020, November 13). *Public opinion*. *Encyclopedia Britannica*. Retrieved from Britannica: <https://www.britannica.com/topic/public-opinion>.
- [4] Frazier, M. (1995). *Checkbook Journalism Ends on Current Affair*. New York: Associated Press.
- [5] Guest, G. B. (2006). *Bun How many interviews are enough? An experiment with data saturation and variability*.
- [6] Herman, E. a. (2008). *Manufacturing Consent: The Political Economy of the Mass Media*. London: Bodley Head.
- [7] Herman, E. S. (1989, January). The political economy of the mass media. (R. W. McChesney, Interviewer)
- [8] Kioko, I. (2016). *Do They Preach Water but Drink Wine? Examining "The Corruption Dragon" in Kenyan Journalism*. Nairobi: Taylor Francis Online.
- [9] Kothari, C. (2014). *Research methodology: Methods and techniques*. New Delhi India: New Age International publishers.
- [10] Kristin, T. (2018). *Seeking Journalistic Truth. Helping student journalists to seek the truth*. Scholastic Press Rights Committee.
- [11] Kruckeberg, D. a. (2003). *International index of bribery for news coverage*. Institute for Public Relations.
- [12] Mainye, O. D. (2015). *Brown envelope journalism and African Ethics*. Nairobi, Kenya: Daily Nation.
- [13] Mugenda, O. a. (1999). *Research Methods: Qualitative and Quantitative Approach*. Nairobi: ACTS Press.
- [14] Mwasige, P. (2014). *Disseminators, Advocates and Watchdogs: A Profile of Ugandan Journalists in the New Millennium*. Journalism.
- [15] Nataliya, I. J. (2006). *Using Mixed-Methods Sequential Explanatory Design: From Theory to Practice*. SAGE.
- [16] Nnanyelugo, O. a. (2013). *Journalists' perception of brown envelope syndrome and its implications for journalism practice in Nigeria*. Lagos, Nigeria: Research Gate.
- [17] Okoth, F. (2007). Time to harvest? Media, Corruption and Elections in Kenya. *Ethical Space: The International Journal of Communication Ethics*.
- [18] Othieno, N. (2012). *Factually True, Legally Untrue: Political Media Ownership in Kenya*. Nairobi: Research Gate.
- [19] Simons, H. (2009). *Case Study Research in Practice*. London, England: Sage Publishers.
- [20] Skjerdal, T. S. (2010). *African communication research Vol 3 No 3*.
- [21] Thabo, L. (2012, June 11). *Is South African journalism plagued by payola?* Retrieved from The Media Online: <https://themedialonline.co.za/2012/06/is-south-african-journalism-plagued-by-payola/>
- [22] Uko, N. (2004). *Romancing the Gun. The press as a promoter of military rule*. Trenton, NJ: Africa World Press.
- [23] White, R. (2012). Why don't we have more editorial freedom and responsibility in Africa? *African Communication Research*, 27-28.
- [24] Wu, Y. (2010, November 5). *Authority, Incentives and performance: Theory and evidence from a Chinese newspaper*. Retrieved from London School of Economics: cep.lse.ac.uk/seminarpapers/11-11-10-YWU.pdf.
- [25] Zhao, Y. (1998). *Media, market and democracy in China: Between the party line and the bottom line*. Urbana, IL: University of Illinois Press.