

POLAND IN KENYAN MEDIA SPACES

REPORT

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REPORT

Poland in Kenyan Media Spaces

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PREFACE

by HumanDoc

For centuries, Africa has fascinated the world with its wealth of nature, cultural diversity, and a history full of contrasts. At the same time, our perception of this continent is often distorted by simplified images and stereotypes that do not fully represent its reality. But have we ever considered how we, Europeans – and particularly Poles – are perceived in African countries? What does an average Kenyan picture about when they think of Poland? Are our winter landscapes, folklore, and daily life as burdened with simplifications as our perceptions of Africa?

The project implemented by HumanDoc in Kenya addresses these questions by offering a new perspective on the mutual perceptions of our societies. We strive to transcend borders, not only geographical but above all the mental ones, that separate our cultures. This initiative seeks not only to understand how Poland is perceived in Kenyan media but also to create a space for dialogue and the exchange of experiences between our nations.

The philosophy of HumanDoc's work – "Design Optimal Change" – focuses on people and communities. We believe that the key to real change is co-creating solutions and jointly discovering the truth that unites rather than divides. As part of this project, we not only examine how Poland is portrayed in Kenyan media but also invite Kenyan journalists to Poland so they can see our country with their own eyes. It is not about imposing a narrative but creating a space for the exchange of experiences that will allow both sides to get to know each other better.

At the heart of this endeavor lies a fundamental value – building authentic relationships based on mutual respect and understanding. We believe that true cultural understanding requires not only analysis of media messages but above all, direct contact and shared experience of reality. Therefore, the project is not limited to theoretical research – it also includes practical activities such as visits by Kenyan journalists to Poland and the joint creation of media content.

The result of these activities will be something more than just an informational campaign. It is a step toward building global understanding, which is the foundation of peaceful co-operation and security in today's globalized world. Through collective efforts, we strive

to show that cultural differences need not divide us – they can inspire a mutual understanding and cooperation.

Our goal is to create a message that transcends borders and connects people through shared values and aspirations. This action aligns with the idea of global education, which focuses on building an international community based on understanding and cooperation. We believe that through such initiatives, we can change the world – step by step, bridge by bridge.



1

INTRODUCTION



1.1 OBJECTIVES OF THE MONITORING

- **Explanation of why studying Poland's image in Kenya is important: an analysis of Poland's image in Kenyan media, identification of disinformation, and potentially harmful narratives.**
 - **Brief outline of the scope of the report and its methodology.**
-

The implementation of the research-analytical segment of the project titled “*Transcontinental Dialogues: Poland in Kenyan Media Spaces (Module 1)*,” project number 040/2/2024, funded by the Ministry of Foreign Affairs under the grant program “*Public Diplomacy 2024–2025: European Dimension and Counteracting Disinformation*,” aimed to examine and understand the presence and image of Poland in the Kenyan media environment.

This preliminary report presents the results of a complex research process, which consisted of three key stages: media monitoring, content analysis, and the interpretation of results in the context of the project goals. This report aims to provide reliable data and conclusions that can form an important basis for actions in public diplomacy and managing the image of our country.

The research on the image conducted as part of the project is significant as it reflects the growing importance of cooperation with East African countries. Kenya, as one of the fastest-growing countries in the region, plays a key role in shaping political, economic, and social relations in Africa. Understanding how Poland is perceived in Kenyan media enables the conscious and effective building of a positive image of our country, which is essential for developing international cooperation, strengthening Poland's position on the global stage, and promoting Polish values and interests.

This study may serve as an introduction to a long-term public diplomacy strategy aimed at increasing Poland's recognition in new, prospective international markets. Kenya is a country with dynamic economic development, a growing middle class, and an expanding media infrastructure, making it an attractive partner for Polish investors, educational institutions, and cultural organizations. Based on the collected conclusions, Poland can better tailor its image-building activities to establish stronger connections with Kenyan society, which, in the long run, may bring tangible political, economic, and social benefits to both parties.

The primary goal of the monitoring was to study and evaluate Poland's image in Kenyan media spaces, both in traditional information channels and on digital platforms and social media. The project's intention was not only to gather data on Poland's presence in Kenyan media discourse but also to perform a qualitative and quantitative analysis of the narratives and identify their potential impact on the perception of our country in Kenya. A crucial aspect was understanding the extent to which Poland is present in Kenyan media, the themes and narratives associated with it, and the emotions it evokes among audiences.

One of the priorities of the monitoring was also to identify positive and negative narratives about Poland. The aim was to determine which areas—such as politics, culture, economy, education, or international cooperation—are most frequently discussed and how they are portrayed. Special attention was paid to issues of disinformation, analyzing content that could potentially distort Poland's image and its relations with Kenya. This made it possible not only to diagnose current challenges but also to propose actions to counter negative narratives, which is crucial in the context of building trust and Poland's image as a stable and reliable partner.

The monitoring was carried out in three key stages:

The selection of Kenyan media included in the monitoring process was conducted in collaboration with consultants: Collins Kodhek – Culture & Communication Expert at Team Lead Empresario Consulting LTD and Denis Kioko – Digital Marketing Manager at Digital Media Kenya, recommended by Kenyan partners, allowing for the inclusion of local market specifics. The criteria used for selection included: affiliation with media groups, audience reach, market share, and the social influence of the selected media outlets. These criteria enabled the monitoring to cover both traditional media channels and rapidly growing digital platforms and social media. As a result, the selected media represented diverse demographic groups and regions of Kenya, ensuring a wide spectrum of analyzed content.

The monitoring focused on social media profiles of editorial teams, professional profiles of selected journalists, and websites of traditional media outlets. The monitored media accounted for over half of Kenya's media market in terms of reach, ensuring the representativeness of the data. The analysis was conducted using a categorization framework that included both direct references to Poland and content indirectly related to Polish topics. This made it possible to identify a broad spectrum of media narratives about Poland, including issues related to culture, politics, economy, and disinformation. The monitoring process was supported by advanced analytical tools such as Brand24, Mentionlytics, and Google utilities, enabling systematic and efficient data collection.

The third stage of the project focused on analyzing the collected research material. Data interpretation was carried out in collaboration with Kenyan consultants, which allowed for the inclusion of local cultural and social context in the analyses. The analysis covered the identification of main themes, sentiment in the content, and trends in Poland's presence in Kenyan media spaces. Particular emphasis was placed on determining the dominant narratives in Kenyan media, their potential impact on Poland's image, and any risks posed by disinformation.

The report consists of several sections that systematically present the research process and obtained results. The first section outlines the context of the project and methodological assumptions. The second part focuses on a detailed analysis of the structure of the Kenyan media market, which formed the basis for further research activities. The third section discusses the results of social and traditional media monitoring, with a particular focus on thematic categories, sentiment, and the identification of dominant narratives. The fourth section presents detailed conclusions and recommendations for further actions in public diplomacy and countering disinformation.

The significance of the project stems from the growing role of media in shaping the international image of countries, as well as the importance of counteracting disinformation in the global information environment. The results of the conducted research not only provide insights into Poland's presence in Kenyan media, but also offer valuable material for further public diplomacy actions, particularly in the context of cooperation with East African countries. Thanks to a reliable research approach, our report can serve as a solid foundation for making strategic decisions and planning actions to promote Poland on the international stage.

1.2 OVERVIEW OF SIMILAR SCIENTIFIC STUDIES

→ Results of previous studies on the image of countries.

The image of a country as portrayed in the media of another state constitutes a complex interaction of many factors, including political, cultural, and economic ones. Media play a fundamental role as the main channel of communication through which citizens of one country perceive and interpret the reality of another. How a country is perceived depends not only on what the media say about it but also on how these contents are presented, which can lead to strengthening positive interstate relations or, conversely, intensifying tensions. In the context of Poland's visibility in Kenya, the analysis of media roles becomes particularly significant. Kenya, as a growing economic, political, and social leader in the East African region, possesses a diverse and dynamic infosphere, where traditional and social media play a key role in shaping public opinion. Poland's image in Kenyan media, considering their reach and influence, is particularly susceptible to the media mechanisms identified by researchers as *political personalization* and *the agenda-setting theory*.

One of the key mechanisms influencing the perception of a country is political personalization. According to Meital Balmas and Tamir Sheafer (2013), foreign media often focus on portraying political leaders as embodiments of their countries, which can lead, on the one hand, to a simplified perception of national values and implemented policies, but on the other hand, allows for easier and more effective shaping of the country's image. This approach can influence the country's image positively or negatively, depending on which characteristics of the leaders are emphasized. In the case of Poland, personalization could mean that the perception of the country by Kenyan media would largely be shaped by the image of Polish authorities or other key figures representing Poland in Kenya. An example might be the visit of Polish President Andrzej Duda to Kenya in February 2024, which was skillfully used in the process of shaping Poland's image in Kenya. In this media strategy, it is important to recognize that the personal image of individual leaders is linked to the image of the entire country. Thus, if these leaders are perceived as dynamic and competent, the country's image can gain credibility and attractiveness. However, excessive focus on leaders can also reduce the complexity of national identities to individual narratives, leading to distortions. For Poland, which seeks to build its relations with Kenya as an equal partner, avoiding oversimplified and personalized narratives that may not reflect the actual dynamics of relations is crucial.

The agenda-setting theory, developed through the research of Maxwell McCombs, highlights the fact that media not only inform but also shape what recipients consider significant. The amount and character of media coverage about a given country have a significant impact on how it is perceived. Studies by Wayne Wanta et al. (2004) have shown that a greater amount of media coverage about a country correlates with its perception as an important international partner. Simultaneously, the negative character of such coverage can lead to reduced social sympathy and understanding of the country's policies. In the Kenyan context, the monitoring of traditional and social media carried out as part of the "Transcontinental Dialogues" project would allow for the assessment of whether Poland is present in the media circuit and, if so, in what way. The quantity of coverage about Poland, its tone, and the context in which it appears will be key to understanding the perception of our country. For example, if reports mainly concern economic cooperation or cultural events, Poland may be perceived as a dynamically developing country engaged in building international relations. However, the dominance of negative coverage, such as those involving disinformation or one-sided historical narratives, can significantly limit the positive impact of Poland's actions in the region, in both the media and reality.

It is worth noting that media do not just reflect but actively construct the narrative of how individual countries are presented, which can influence diplomatic relations and decisions regarding public policy implementation. The impact of media images is particularly visible in sports relations, where the representation of foreign athletes during major events, such as the Olympic Games, becomes an opportunity to shape national perceptions. Seong Choul Hong and Kyong-Soo Oh (2017) emphasize that for many people, their understanding of foreign countries and their representatives is largely shaped through sports coverage, which can both reinforce stereotypes and promote goodwill, depending on how it is presented. For Poland, whose presence on the global sports stage is often perceived as one of the indicators of national success, similar mechanisms can be applied to analyze how sports narratives are present in Kenyan social and traditional media within the project. This was observed during the coverage of the volleyball match between Poland and Kenya, held on July 31, 2024, during the Paris Olympic Games. Attention should also be paid to the varying reception of media events. This is particularly important in contexts where direct experience with other cultures is limited, as may be the case in shaping Poland's image in Kenya. In such cases, media narratives become the primary source of knowledge and often define the perception of entire nations. Examples include not only sports but also how media report on international crises or conflicts. The "CNN effect," analyzed by Alida Tomja (2023), shows how real-time media coverage can mobilize public opinion and influence foreign policy decisions. This effect highlights that media not only provide information but also actively shape the political landscape,

resonating with the emotional and cognitive reactions of audiences. In the context of the project, particular attention should be paid to the potential emotional reactions of Kenyan audiences to topics related to Poland, such as humanitarian aid or economic activities, which could be leveraged to strengthen the positive image of our country.

Researchers also point out systemic factors determining international media relations, which play a key role in shaping the image of countries abroad. H. Denis Wu (2000) notes that the volume and character of media coverage are often linked to the political and economic power of countries, naturally favoring larger, economically strong nations, leading to the disproportionate representation of these countries in global and regional narratives. Poland, as a medium-sized country with a developed economy, must contend with this challenge, particularly in regions such as East Africa, where narratives about global powers like China, the USA, or the UK (as a former colonial power) dominate. This systemic bias can create a feedback loop in which the underrepresentation of certain countries in the media perpetuates stereotypes and misconceptions. For Poland in Kenya, where direct contacts between Kenyans and Poles are limited, the problem of underrepresentation becomes particularly significant, and the project's goal is precisely to counteract such biases by actively building positive and multidimensional media narratives.

One notable study by Kasey Rhee et al. (2023) examines the influence of public diplomacy motives and expectations on foreign public opinion. The results of their team's analyses indicate that countries can effectively influence foreign perception if narratives in the national media of partners align with the desired image projected by state authorities. For example, narratives about foreign aid can shape social attitudes toward donor countries. In the case of Poland, presenting Polish aid activities and cooperation projects in Kenyan media can effectively strengthen the image of our country as a valuable partner, which aligns with the goals of the project.

Similarly, research by Philipp Müller (2013) on national identity building through media narratives emphasizes that such narratives can simultaneously enhance the positive image of a given country while negatively portraying others. This duality can complicate international relations. In the context of Poland in Kenya, particular attention should be paid to ensuring that media narratives about our country are multidimensional and avoid simplifications that could negatively impact our relations with local public opinion.

Thomas M. Jones et al. (2011) examined the visibility of other nations in major US press services and found that mentions of other nations have decreased over time. Such limited representation can lead to simplifications and stereotyping, hindering a more complex

understanding of other cultures. In the context of Poland in Kenya, similar mechanisms may also work to our disadvantage, especially considering Poland's limited presence in Kenyan media.

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Research on the Impact of Disinformation on International Relations

The phenomenon of disinformation as a tool for creating a negative image of a country in another state or society represents a significant challenge in the contemporary media landscape. Disinformation campaigns can substantially impact public perception, often leading to distorted and biased views of entire nations. Manipulation of information becomes particularly effective in environments with high political tension, where emotional reactions and cognitive biases play a key role. A foundational study in this field is the work of Edda Humprecht et al., which examines countries' susceptibility to online disinformation, especially in communities and media bubbles characterized by low trust in media and high levels of polarization (Humprecht et al., 2020). The researchers indicate that such environments create ideal conditions for the spread of disinformation, which can be strategically used to undermine the image of any state by exploiting existing biases and fears among audiences. For example, anti-immigration narratives or conspiracy theories could be employed to foster hostility toward Poland among the Kenyan public, particularly if these narratives appeal to emotional and political flashpoints.

Erica Austin et al. analyze the role of media education in combating disinformation, particularly during crises such as the COVID-19 pandemic (Austin et al., 2021). Their research suggests that increasing media literacy within a society allows individuals to critically evaluate information sources, which, in turn, reduces the impact of disinformation campaigns

aimed at creating a negative image of specific countries. In the context of the project, incorporating educational initiatives such as workshops or informational campaigns on social media could be an effective way to build resilience of Kenyan society to disinformation about Poland. Media education in Kenya, especially among the younger generation of journalists, could include topics such as recognizing false information, assessing the credibility of sources, and understanding how emotional content can be used for manipulation. Raising awareness in this area could mitigate the long-term social and political impacts of disinformation.

Qualitative studies conducted by Rocio Araceli Molina reveal that young generations, such as university students in Mexico, are aware of the existence of disinformation and its potential impact on public understanding (Molina, 2023). Interestingly, these students often attribute susceptibility to disinformation to older generations, reflecting the so-called third-person effect. This phenomenon refers to the belief that individuals consider themselves less vulnerable to disinformation than others. Such perceptions can weaken collective efforts to counter disinformation because younger generations, perceiving themselves as immune, may be less inclined to engage in educational and preventive initiatives. The findings highlight the challenges of implementing anti-disinformation projects, as recipients are often unaware that they are participating in a consciously shaped media process.

Minna Horowitz et al. (2021) present a framework for assessing the role of public media organizations in countering disinformation. Their research emphasizes that public media, as institutions of public trust, can play a key role in building resilience to false narratives. Key actions that can support this level of protection against false messages include providing reliable information, engaging in fact-checking initiatives, and raising audience awareness about disinformation. The effectiveness of such actions, however, depends on the organizational legacy and resources available to these media, which vary by country. In nations with stable public media, such efforts can be effective, but in countries with weak media infrastructure, maintaining high-quality and independent content, as well as ensuring the safety and comfort of journalists, becomes challenging. It is also worth noting that the significance of public media in combating disinformation stems from their ability to perform an educational function. These organizations, through their programs, can inform the public about the dangers of disinformation while strengthening critical approaches to media consumption. However, as the authors point out, a lack of resources or political pressures can limit this function, especially in countries where public media are less independent.

With the advancement of technologies such as deepfake, disinformation has gained new tools and technologies for manipulating public opinion. Research by Michael Hameleers et al. (2022) shows that deepfake-based content can significantly impact the perception of political figures, especially among audiences inclined to accept the presented narratives. This mechanism relies on confirmation bias, where individuals are more likely to believe information consistent with their preexisting beliefs. The impact of such technologies is particularly dangerous in the context of international relations, as deepfake content can be used deliberately to destroy the image of leaders or entire societies. For instance, manipulated videos of politicians making controversial statements can not only influence public sentiment but also destabilize international relations. The findings of M. Hameleers' team highlight the critical role of public awareness and media education in countering such threats, enabling audiences to critically approach visual and audiovisual materials.

Ruben Arcos et al. (2022) have long studied the impact of disinformation in social media environments and the effectiveness of verification actions aimed at reducing their reach and influence on specific audience groups. Their studies indicate that, in the context of platforms such as Facebook or Twitter, disinformation tends to spread rapidly, amplified by algorithms promoting content that elicits strong emotions. In such conditions, users often gravitate toward content that confirms their prior beliefs, squandering efforts to counter false narratives. Furthermore, the authors highlight the phenomenon of a “cycle of distrust,” where the presence of disinformation leads to skepticism toward all sources of information, including those considered reliable. This creates an environment where audiences struggle to distinguish between true and false content. The researchers note that effective counteraction requires a comprehensive approach combining social education, active fact-checking initiatives, and regulation of social media platforms.

In this context, attention must also be given to the growing influence of emotions in the informational environment. Piper Liu and Lei Huang (2020) studied the phenomenon of digital disinformation during the COVID-19 pandemic, focusing on the emotional consequences of exposure to false information. Their research shows that individuals exposed to disinformation often perceive themselves as less susceptible to its influence, leading to a false sense of security regarding the credibility of encountered content. This dynamic is particularly dangerous because such individuals may unknowingly spread false information while downplaying its potential effects. Their studies also underscore the role of emotions in shaping the reception of disinformation. Content that evokes fear, anger, or hope has a greater impact, making it particularly effective as a manipulation tool. Understanding the emotional consequences of disinformation is crucial for developing

counter-strategies that should include not only factual education but also psychological support for audiences.

Strategically using disinformation to create a negative image of a state in another country is thus a complex challenge that combines media, political, psychological, and social dynamics. This phenomenon not only distorts social perception but also destabilizes relationships between states and complicates trust-building in international relations. Research highlights key aspects of this problem. On the one hand, media literacy plays a crucial role in building resilience to disinformation, enabling individuals to critically evaluate the credibility of sources and content. On the other hand, advanced manipulative technologies such as deepfake and social media algorithms strengthen the power of false narratives through their emotional and cognitive impact on audiences. At the same time, the structural conditions of the media system, including trust in media and political polarization, significantly influence societies' susceptibility to such manipulation.

Key Areas for the Project:

- 1. Mechanisms of Disinformation Spread**

Understanding how disinformation is constructed and spread in the Kenyan infosphere is critical. Technologies such as deepfake and algorithms promoting emotional content play a significant role in amplifying false narratives. It will be particularly interesting to study content selection mechanisms by social media users and their impact on perception of Poland.

- 2. Impact of Emotions on Disinformation Reception**

The emotional charge of content, particularly fear, anger, or a sense of threat, significantly increases its impact. Emphasis should be placed on analyzing how emotional disinformation narratives about Poland may affect Kenyan audiences and which social groups are most vulnerable.

- 3. Trust in Media and Perception of Credibility**

Studies indicate that low trust in media promotes susceptibility to disinformation. In the Kenyan context, it is important to examine how the level of trust in traditional and social media affects the reception of content about Poland. Understanding which information sources are considered most credible and which may facilitate the propagation of false narratives is essential.

4. **Systemic Conditions of Kenyan Media**

Studies show that smaller countries often struggle with underrepresentation in global media narratives. It will be interesting to investigate the extent to which Poland is present in Kenyan media and how this presence fits into broader structural media dependencies in East Africa. Are narratives about Poland shaped primarily by local sources, or do they rely on content from major media players?

Scientific research unequivocally shows that effective combat against disinformation requires a multifaceted approach that combines education, technology, and media strategies. In the “Transcontinental Dialogues” project, attention should be focused on various dimensions to effectively develop mechanisms and procedures in the future that can counter false narratives and strengthen Poland’s position as a reliable international partner.

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STRUCTURE OF THE MEDIA MARKET IN KENYA

2

This chapter was created with the assistance and support provided by Kenyan journalists involved in the project as consultants: Denis Kioko and Collins Kodhek.



MEDIA TRENDS IN KENYA

Introduction by Denis Kioko

Media Consumption

According to the “*State of the Media Survey*” for 2023 and 2024 conducted by the Media Council of Kenya, the majority of Kenyans rely on television and radio as their main sources of information. The study, which surveyed a sample of 3,580 individuals, revealed that one-third (33%) of respondents had watched television in the past week, 32% had listened to the radio, and 18% had used social media. Compared to the results from 2022, no significant changes were observed. Regionally, in the northeastern and western regions, radio is more popular than television. Additionally, residents of urban areas are more likely to use television (83% watch TV), with a high viewership rate (79%) also recorded in suburban areas. On the other hand, radio remains especially popular in rural areas, where 78% of residents choose this medium for information and entertainment.

Television Viewership

The majority of Kenyans (75%) watch television during prime time, between 7:00 PM and 10:00 PM. Viewership gradually increases throughout the evening, peaking at 9:00 PM, indicating that audiences prefer watching TV after work and upon returning home. The highest viewership rates are recorded on Fridays and Saturdays. Leading the viewership rankings is Citizen TV, with a 35% market share in both 2022 and 2023, followed by NTV (11%) and KTN (8%).

This trend underscores the significance of prime time, particularly after work hours, and the dominance of Citizen TV in Kenya’s media market. The increase in weekend viewership also reflects greater leisure time and entertainment preferences among audiences.

Radio Listenership

Radio differs from television by gathering 27 million Kenyans during the morning peak hours, typically between 7:00 AM and 9:00 AM. This medium remains popular in the morning when people start their day. The highest listenership is recorded on Saturdays and Sundays, even during these early hours, compared to weekdays. On average, Kenyans listen to the radio for 1-2 hours daily. Some also tune into foreign radio stations—16% for entertainment and 15% for news.

Radio Citizen leads the listenership rankings with a 22% share in 2023, an increase of 4% compared to 2022. The second position is held by Radio Jambo, with 14%, marking a 2% decline compared to the previous year. In the competitive morning segment (6:00-10:00 AM), the leading program is *Jambo Kenya* on Radio Citizen, with a 13.2% audience share, closely followed by *Maina and King'ang'i* on Classic 105 (12.8%). Among the top ten, Swahili and local-language stations dominate—five broadcast in Swahili, and three in native languages.

Most Popular Radio Presenters

- **Inspekta Mwala and Vincent Ateya** (*Jambo Kenya*, Radio Citizen) – 13.2% audience share. Ateya, an experienced journalist, and Inspekta Mwala, a renowned comedian, host a dynamic and popular morning program.
- **Maina Kageni and Churchill Ndambuki (Mwalimu King'ang'i)** (*Maina and King'ang'i*, Classic 105) – 12.8% listenership.
- **Gidi Gidi and Jacob 'Ghost' Mulee** (Radio Jambo) – Their morning show ranks among the top radio programs in Kenya.

In the drive-time segment (4:00-6:00 PM), Radio Citizen again leads with a 14.89% share, followed by Radio Maisha (10.46%) and Radio Jambo (9.22%). Swahili stations dominate this time slot, occupying five of the top positions.

Trust in Media

Radio remains the most trusted medium in Kenya, with 32.6% of respondents expressing trust in this channel, followed by television at 28.5%. Social media platforms

managed by media houses garnered 14.3% trust, a higher rating than newspapers (11.8%). Conversely, government publications such as *My Gov* received the highest percentage of distrust—34.1%. Following this were online news platforms like *TUKO News* and *Gafila*, with a distrust level of 26.5%.

Summary

The analysis of media trends in Kenya highlights a strong attachment to traditional media, where television and radio remain the primary sources of information for most citizens. Television viewership peaks during evening hours (7:00 PM-10:00 PM), with Citizen TV dominating the market. High weekend viewership reflects the importance of leisure time and entertainment preferences among audiences. Radio, in turn, maintains its position as a key medium, particularly during morning peak hours (7:00-9:00 AM). Radio Citizen stands out as the leader in listenership, excelling in both morning and evening slots. The dominance of stations broadcasting in Swahili and local languages underscores the importance of localized content in engaging Kenyan audiences.

Trust in media also plays a significant role in shaping public opinion—radio and television are the most trusted sources, while online platforms, especially government and some news websites, face greater skepticism. These trends highlight the growing competition between traditional and digital media in shaping the media landscape in Kenya.

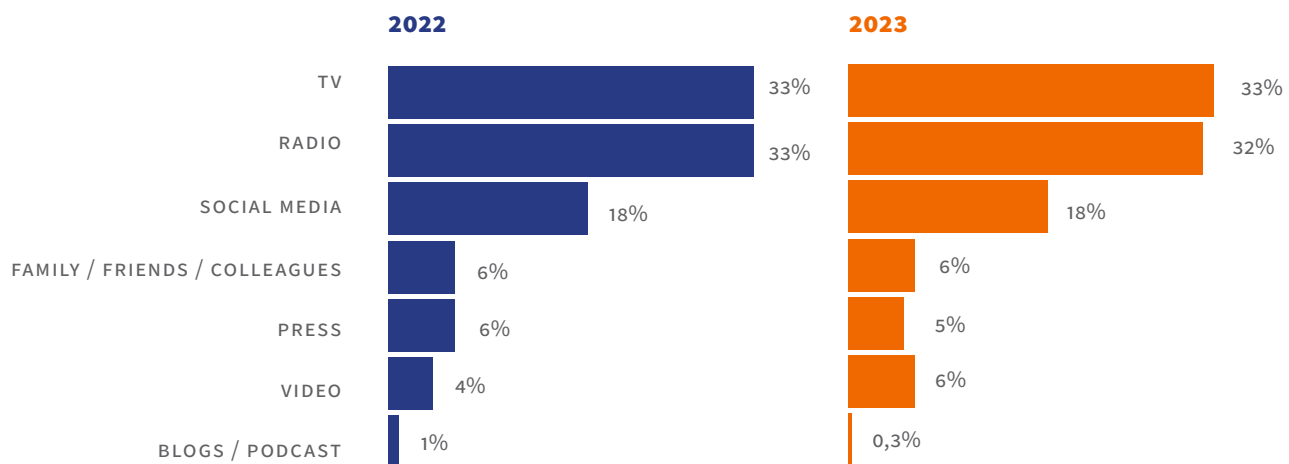
SOURCES

GeoPoll Kenya Media Report 2023, <https://www.geopoll.com/blog/kenya-media-report-2023/>

Media Council of Kenya, State of the Media Report 2023/2024

2.1. CHARACTERISTICS OF THE MEDIA MARKET

The media market in Kenya is dynamic and diverse, serving as one of the key elements shaping public opinion and social and political narratives. In the context of the project examining Poland's image in Kenyan media, it is essential to understand the main mechanisms of this market's functioning and audience preferences:



Source: *State of the Media Report 2023*, p. 6.

Traditional media, such as television and radio, remain the dominant sources of information for most Kenyans. Television is particularly popular in urban and suburban areas, where a significant percentage of residents regularly watch news, entertainment programs, and series during prime time, between 7:00 PM and 10:00 PM. Citizen TV, as the market leader, enjoys the largest market share, making it a key player in reaching a broad audience. On the other hand, radio plays a crucial role in rural areas, where it is the primary medium for information and entertainment. Radio Citizen leads in listenership rankings, especially during morning and evening time slots, indicating audience preferences for widely accessible news and entertainment content.

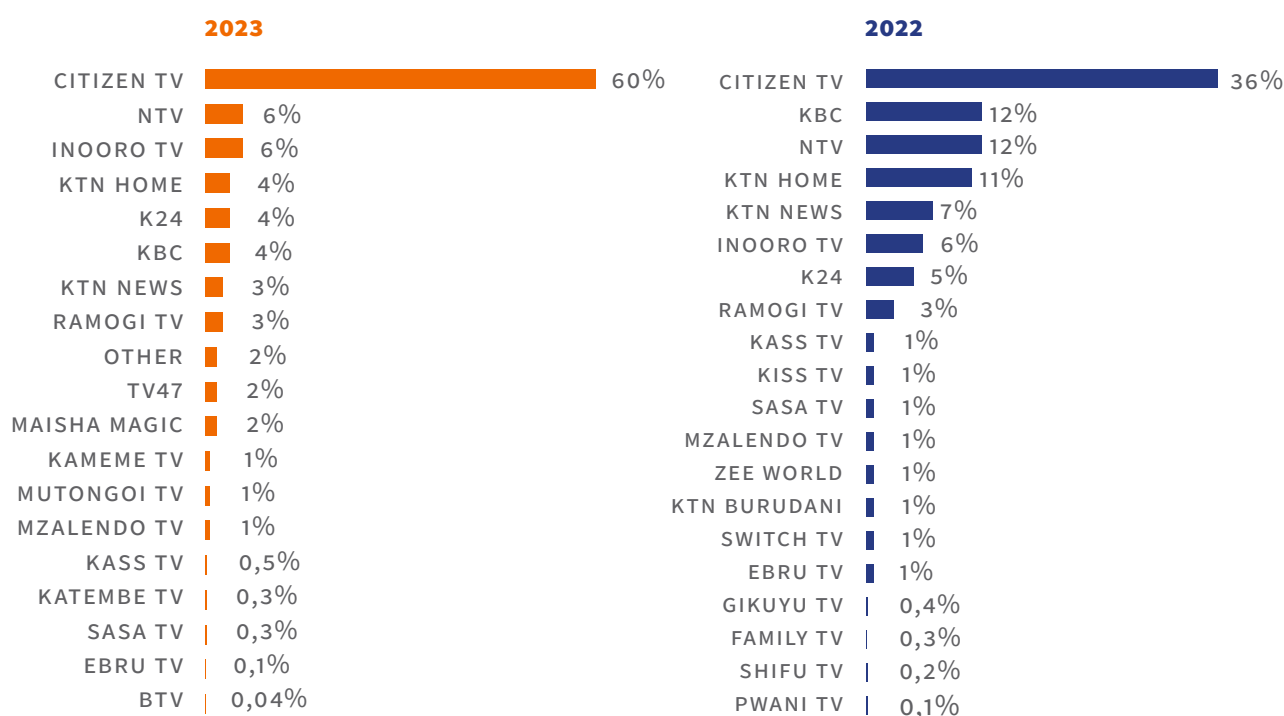
While traditional media dominate, social media and digital platforms are gaining increasing importance, particularly among younger age groups. WhatsApp, Facebook, and YouTube are among the most frequently used platforms, and online news sites are becoming popular

sources of information. This shift in media consumption patterns reflects the growing role of digital technologies in shaping public opinion, particularly in urban and suburban areas.

It is evident that the Kenyan media market is a complex structure in which traditional and digital media coexist, meeting the diverse informational and entertainment needs of audiences. Understanding these mechanisms and the main media players is crucial for effectively building Poland's image in Kenyan media. Special attention should be given to the dominance of Citizen TV and Radio Citizen, the growing significance of digital media, and language preferences, which can influence the reception of media narratives.

Television

The most popular television stations in Kenya:

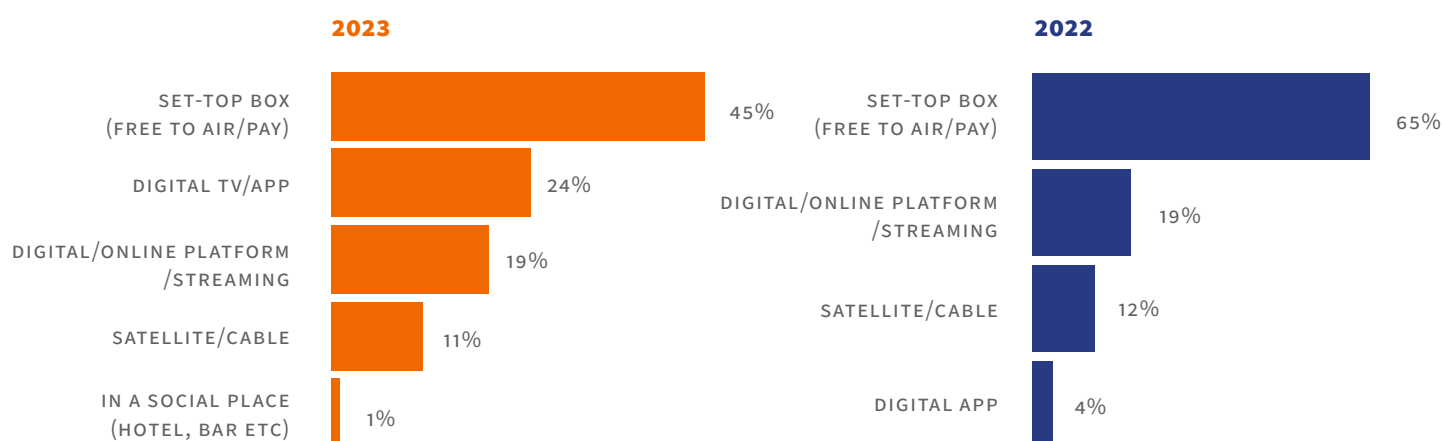


Source: *State of the Media Report 2023*, p. 13.

Data from the “*State of the Media 2023 Survey Report*” reveals that Citizen TV is by far the most popular television station in Kenya. In 2023, its viewership reached 60%, marking a significant increase compared to 36% in 2022 and 27% in 2021. Notably, the viewership of all other stations declined compared to the previous year. Over the past three years,

apart from Citizen TV, which more than doubled its viewership, all other television stations saw their ratings drop to single-digit percentages. The popularity of Citizen TV can be attributed to several factors:

- **Strong brand and reputation:** Citizen TV is part of Royal Media Services, the largest broadcaster in Kenya. According to the *State of the Media 2023* report, 74% of Kenyans trust the content published by Royal Media Services, a 12% increase from the previous year (p. 31). This suggests that Citizen TV benefits from the strong market position of its media group.
- **Diverse programming:** Citizen TV is known for its wide range of programs, including news and current affairs shows



Source: *State of the Media Report 2023*, p. 11.

Kenyans access television through various means. The most popular method, used by 45% of respondents, is DVB-T decoders for terrestrial and paid television. However, this represents a 20% decline compared to 2022. The second most popular method, used by 24% of respondents, is digital TV applications and platforms, a significant increase from 4% in 2022. Another 19% of respondents use digital and online platforms, such as YouTube or streaming services, to watch TV content. This percentage remained unchanged from 2022. Only 1% of respondents access television in public places, such as hotels or bars.

Regional differences also exist in television access methods. Respondents from western (58%) and eastern (55%) Kenya use DVB-T decoders more frequently than those in other regions. In northeastern Kenya, digital and online platforms dominate (36%). These differences likely stem from factors such as the availability of telecommunications infrastructure, income levels, and cultural preferences.

Kenyan television usage is diverse. Twenty-two percent of respondents stated they do not watch television at all. This represents a significant decrease from 42% in 2021 but a slight increase from 20% in 2022. By age group, it is as follows:

	15-17	18-24	25-29	30-34	35-39	40-44	45-49	50-55	56-59	60+	Total
n	213	511	669	675	485	337	276	125	266	23	3580
LESS THEN 30 MINS	4%	5%	4%	3%	4%	2%	5%	4%	4%	9%	4%
30 MINS – 1 HOUR	15%	16%	13%	14%	14%	9%	11%	10%	7%	9%	13%
1-2 HOURS	27%	26%	30%	28%	28%	28%	23%	19%	21%	17%	27%
3-4 HOURS	18%	20%	22%	22%	19%	21%	22%	17%	17%	13%	20%
5-6 HOURS	6%	9%	8%	9%	10%	7%	9%	5%	9%	13%	8%
MORE THEN 6 HOURS	1%	5%	3%	4%	4%	4%	4%	6%	6%	13%	4%
I DO NOT WATCH TV	28%	19%	17%	20%	27%	27%	24%	34%	35%	-	22%
I DO NOT KNOW	-	2%	3%	1%	1%	1%	2%	5%	1%	26%	2%

Source: State of the Media Report 2023, p. 10.

People aged 50 and older as well as youth aged 15-17 watch television less frequently than other age groups. Among those who watch television, 27% spend 1-2 hours daily, representing a 2% increase compared to 2022, 20% watch television for 3-4 hours daily, 15% spend between 30 minutes and 1 hour in front of the TV and 12% watch television for more than 4 hours daily. The majority of respondents (75%) watch television during evening hours between 7:00 PM and 10:00 PM (SM_2023, pp. 10-11).

There are also interesting data highlighting differences between urban and rural television viewers:

	Male	Female	Urban	Rural	Peri-urban	Total
n	1839	1733	1275	2145	160	3580
LESS THEN 30 MINS	4%	4%	5%	3%	4%	4%
30 MINS – 1 HOUR	14%	12%	13%	12%	14%	13%
1-2 HOURS	29%	25%	30%	25%	28%	27%
3-4 HOURS	21%	20%	22%	19%	23%	20%
5-6 HOURS	8%	9%	8%	8%	9%	8%
MORE THEN 6 HOURS	3%	5%	6%	3%	4%	4%
I DO NOT WATCH TV	21%	24%	16%	26%	18%	22%
I DO NOT KNOW	1%	2%	0%	2%	1%	2%

Source: State of the Media Report 2023, p. 11.

Rural residents watch television less frequently. 26% of respondents from rural areas state that they do not watch television at all, while in urban areas this percentage is 16%. Data also indicate that rural residents more often use DVB-T decoders to access television. In 2023, 45% of respondents used DVB-T decoders for both terrestrial and paid television. This may result from limited access to telecommunication infrastructure. In urban areas, however, the popularity of applications and digital platforms is growing. In 2023, 24% of respondents used digital TV applications and platforms. Urban residents have easier access to the Internet and are more likely to use new technologies.

The changing television trends in Kenya have significant implications for outreach efforts. Television remains the dominant medium for information, particularly in urban and suburban areas where most residents watch it regularly. Prime time—between 7:00 PM and 10:00 PM—is crucial for broadcasting promotional or informational materials. Viewership peaks at 9:00 PM, when audiences are more engaged after their workday and receptive to diverse content, including documentaries and news. Citizen TV, as the market leader, is the natural choice as a target platform for such activities as its wide reach and influence can significantly increase Poland's visibility in Kenya.

Changing trends indicate an increasingly more significant role of entertainment and light programs, especially during weekends. This offers an opportunity to promote Poland through cultural materials, such as documentaries about Polish culture, integrated into entertainment programs. Collaborating with Kenyan television producers to sponsor or co-create such content could be a highly effective strategy. At the same time, the data show clear differences in media consumption between regions. In rural areas, for instance, where television is less popular than radio, a complementary approach is necessary—television content should be supported by activities in different media, radio in particular. In urban areas, where television dominates, content can focus on contemporary narratives, such as economic or technological cooperation between Poland and Kenya.

Another important aspect is the growing role of digital platforms in television content consumption. More and more viewers, especially younger ones, are using streaming apps and social media platforms to watch TV, which means that traditional broadcasting should be complemented by a presence on digital channels. Partnerships with platforms that stream TV content online or leveraging social media to promote Poland-related television materials can significantly expand the project's reach.

Radio

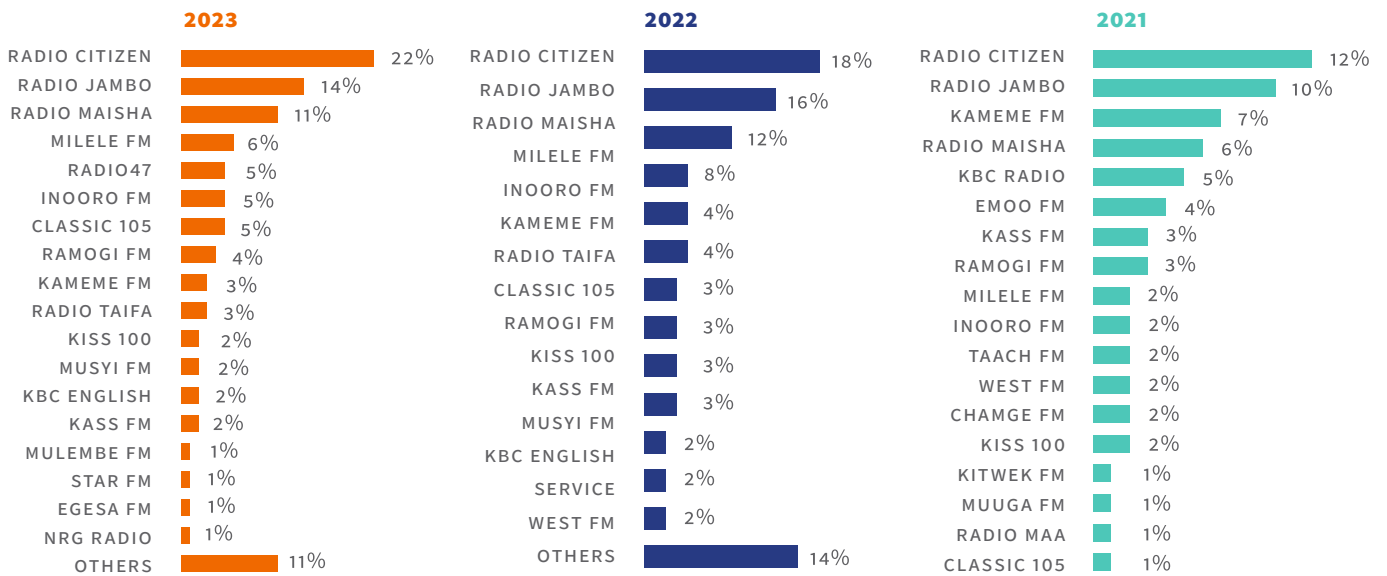
Kenya's radio market remains robust, evidenced by high levels of radio content consumption. 75% of survey respondents confirmed listening to the radio, although this figure declined slightly from 78% in 2022. Among radio listeners 40% spend 1-4 hours daily listening to the radio, 16% listen for less than an hour.

	Male	Female	Urban	Rural	Peri-urban	Total
n	1839	1733	1275	2145	160	3580
LESS THEN 30 MINS	5%	4%	5%	4%	6%	5%
30 MINS – 1 HOUR	11%	12%	13%	10%	14%	11%
1–2 HOURS	22%	19%	21%	21%	16%	21%
3–4 HOURS	19%	19%	16%	21%	13%	19%
5–6 HOURS	9%	10%	6%	11%	8%	9%
MORE THEN 6 HOURS	10%	8%	6%	11%	7%	9%
I DO NOT LISTEN TO RADIO	23%	26%	33%	19%	34%	25%
I DO NOT KNOW	1%	2%	0%	2%	3%	2%

Source: *State of the Media Report 2023*, p. 16.

There was an increase of 3 percentage points in number of Kenyans who do not listen to the radio—from 22% in 2022 to 25% in 2023. The highest non-listening rates were reported in Nairobi (32%), the Central region (31%), Western (28%), and Rift Valley (25%). By gender, more women (26%) than men (23%) do not listen to the radio. Urban residents (33%) are less likely to listen to the radio than rural residents (19%). Young people aged 15-29 are the least likely to tune in.

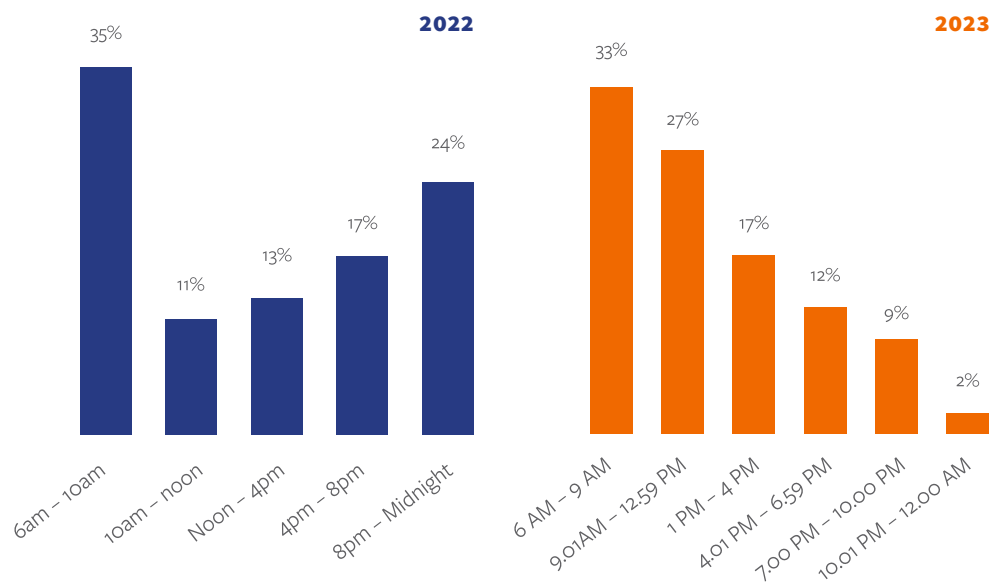
Radio Citizen and Radio Jambo have been the most popular radio stations in Kenya over the past three years:



Source: State of the Media Report 2023, p. 18.

In 2023, Radio Citizen saw a slight increase in popularity to 22% (up from 18% in 2021 and 12% in 2020). Radio Jambo’s popularity declined to 14% (down from 16% in 2022). Regional stations like Inooro (5%), Ramogi Radio (4%), and Kameme FM (3%) are gaining popularity due to their local dialect programming.

Radio is listened to the most in the morning, between 6:00 AM and 9:00 AM (33% of respondents), with 27% preferring the evening slot between 7:00 PM and 10:00 PM:



Source: State of the Media Report 2023, p. 17.

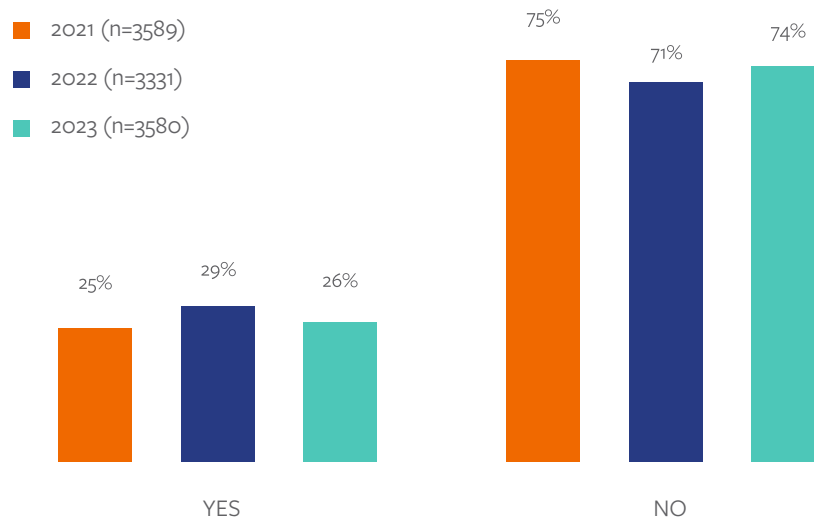
It is interesting to note the overlap of two informational slots: radio and television in the evening hours, which represents a notable difference compared to the Polish media market, where television and radio content consumption occurs in different time windows, i.e., radio: morning; television: afternoon and evening. There are also no significant differences in the consumption of local and foreign radio content. In the case of informational programs, 16% of respondents prefer local and 15% foreign content. For entertainment programs, 14% choose local while 16% foreign content (SM_2023, p. 17)

The observed trends in radio content consumption in Kenya have significant implications for reaching a wide audience with content about Poland. Radio remains one of the most important media in Kenya, especially in rural areas, where as many as 78% of residents regularly use it both as a source of information and entertainment. This high level of listenership makes radio a key element of the project's communication strategy. Morning peak hours (6:00–9:00) are when a large group of Kenyans listens to the radio, coinciding with their daily activities, such as preparing for work or commuting in urban traffic. Programs aired during these hours achieve the highest listenership and provide an excellent platform for broadcasting content promoting Poland. Selecting morning programs of leading stations, such as Radio Citizen, Radio Jambo, or Classic 105, will enable reaching diverse audience groups, including listeners who speak Swahili and those who prefer programs in local languages. Radio consumption, however, is not limited to the mornings. During the afternoon hours, particularly during the so-called *Drive-time* (4:00–6:00 PM), radio also plays an important role, with Citizen Radio again leading in this segment. During this time, broadcasts often focus on light content, such as music and entertainment, which creates an opportunity to include cultural narratives or stories related to everyday life in Poland. These types of content can be more engaging and tailored to the mood of listeners at this time of day.

An important aspect of the radio market in Kenya is the popularity of stations broadcasting in Swahili and local languages, which dominate the listenership rankings. Language-adapted content that emphasizes local connections and refers to Kenyan culture has the potential to capture the audience's attention. In this context, creating radio campaigns in Swahili may prove effective in building relationships with Kenyan society. An important factor to consider is the high level of trust in radio in Kenya, which stands at 33% and surpasses other media, such as television or digital platforms. This makes radio a medium regarded as credible, which may increase the effectiveness of the message.

Print Media

The print media market in Kenya is experiencing difficulties. There is a noticeable decline in newspaper readership, with as many as 74% of respondents stating that they do not read newspapers, either in print or digital formats.



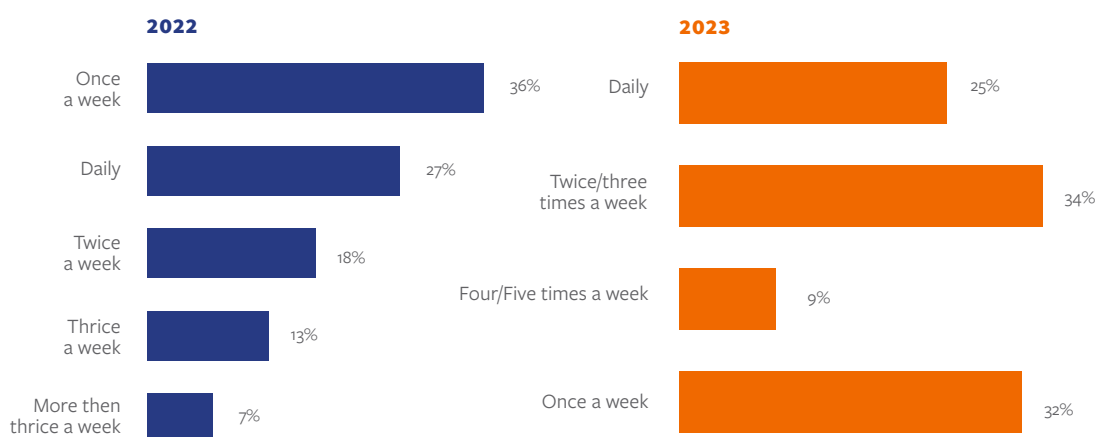
Source: State of the Media Report 2023, p. 19.

This represents a decrease of 3 percentage points compared to 2022, when the percentage was 29%. Only 26% of respondents report reading newspapers, indicating a declining interest in this traditional medium.

The most important reason for purchasing a newspaper is news. 33% of readers state that this is what motivates them to pick up the press. In 2022, this percentage was higher, at 45%, which may indicate growing competition from digital media in this area. The second most popular reason is politics (18%). Interest in this topic remains constant. Sports rank third (12%), representing a decrease of 5 percentage points compared to 2022. Other reasons for purchasing newspapers include advertisements, thematic supplements, opinion pages, betting odds, and obituaries.

Reader preferences regarding access to newspapers are changing. In 2023, only 37% of readers preferred to buy printed copies of newspapers, a decrease of 16 percentage points compared to 2022. 21% used online subscriptions, an increase of 5 percentage points, while 18% read newspapers in public places.

The frequency of newspaper purchases is also notable:



Source: State of the Media Report 2023, p. 23.

Data from 2023 indicates that 34% of newspaper buyers purchase newspapers 2-3 times per week, while 32% do so once a week. Only 25% of readers buy newspapers daily. On the Kenyan press market, three titles dominate:

- 1. Daily Nation:** The most-read newspaper in Kenya, with a market share of 48%. It is a general-information newspaper that enjoys great popularity among both urban and rural residents.
- 2. The Standard:** The second-largest newspaper in Kenya, with a market share of 18%. It is also a general-information newspaper, particularly popular in rural and suburban areas.
- 3. Taifa Leo:** The third-largest newspaper in Kenya, with a market share of 15%. It is a newspaper published in Swahili that reaches a wide audience.

Apart from these three main titles, other newspapers such as *The Star*, *People Daily*, *The Nairobiian*, and *Business Daily* also operate on the Kenyan press market (SM_2023, p. 23).

The press market in Kenya, though gradually giving way to digital media, still plays a role in delivering information, especially among older audiences and social groups that prefer detailed content. It can be considered a complementary medium, particularly for reaching opinion-forming social groups, such as local leaders, educators, and professionals in economic sectors. In Kenya, the dominant press titles remain *Daily Nation* and *The Standard*, which together control a significant portion of the market. *Daily Nation* has the largest market share and is renowned as a reliable medium publishing analyses and commentaries on national and international issues. *The Standard*, on the other hand, offers more diverse content, including

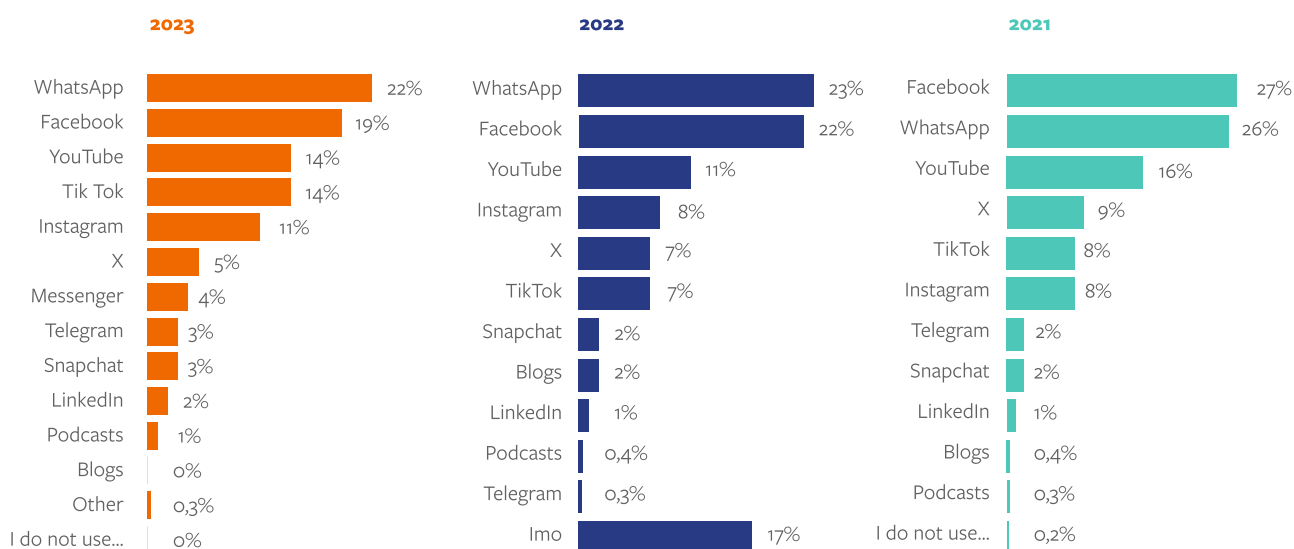
entertainment and local news, allowing it to reach a broader audience spectrum. Although the reach of printed press is declining with the growing popularity of digital platforms, these two titles remain key players in the media space, attracting more engaged readers.

One of the challenges for the printed press in Kenya is the shift in media consumption preferences, especially among younger generations, who increasingly choose online content. Nevertheless, newspapers still play an important role in shaping media narratives and public opinion, particularly on political, economic, and social issues. It is worth noting that the press tends to conduct in-depth topic analyses, enabling the presentation of more complex narratives, such as international cooperation or cultural initiatives.

Another aspect worth emphasizing is the role of the press in urban regions. Newspapers are often read by individuals working in administration, education, and business sectors, making them a valuable medium for reaching groups that can act as multipliers of information. Their influence on shaping opinions in these environments can be particularly important in the context of building a long-term relationship and raising awareness about Poland in Kenya.

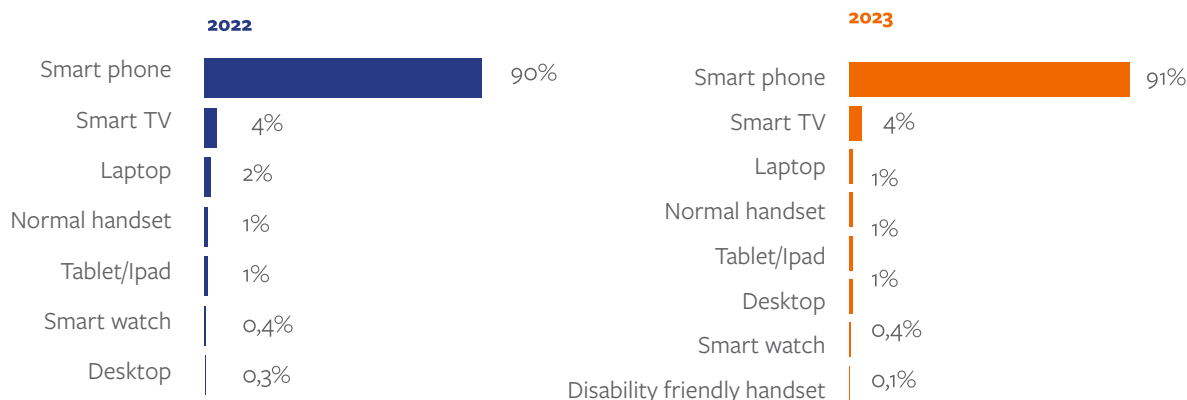
Digital Platforms (Internet)

Kenya is experiencing dynamic growth in digital platforms and internet usage. Access to the internet and smartphones is becoming increasingly widespread, affecting how Kenyans consume media content, communicate, and conduct business.



Source: State of the Media Report 2023, p. 23

WhatsApp, Facebook, and YouTube are the most popular digital media platforms in Kenya in 2021, 2022, and 2023. However, it is worth noting that their popularity is relatively decreasing. The share of WhatsApp dropped from 27% in 2021 to 22% in 2022 and 2023. Similarly, Facebook recorded a decline from 26% in 2021 to 23% in 2022, and 19% in 2023. In contrast, TikTok, Instagram, and Telegram have seen increases, aligning with global trends. It is also important to consider technical accessibility. Smartphones are the dominant device used to access digital media.



Source: State of the Media Report 2023, p. 26

As many as 91% of respondents in the survey indicated that they use smartphones for this purpose. Only 4% rely on television sets to access digital media. This may serve as a solid starting point for creating digital materials that are fully accessible, primarily via mobile devices, such as short video content and SEO and SEM advertising services.

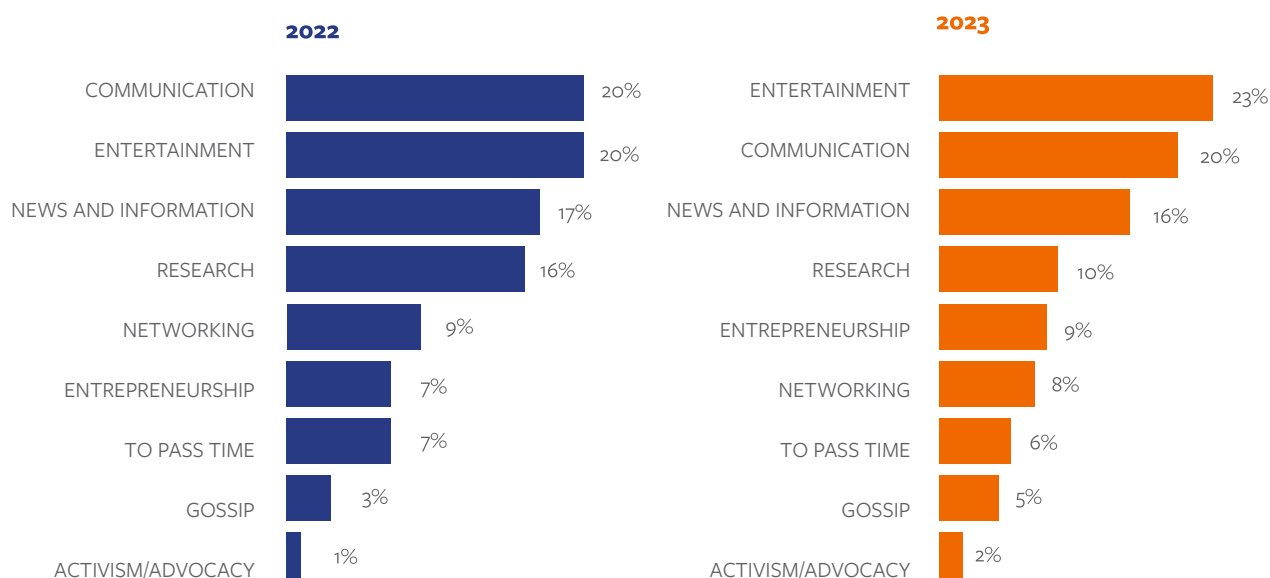
Kenyans are spending increasing amounts of time on social media platforms. 41% of respondents report spending 1 to 3 hours daily on social media, reflecting an 8% increase compared to 2022. Additionally, 22% dedicate 3 to 5 hours daily to social media, while 19% spend between 30 minutes and 1 hour. The breakdown by age groups is also intriguing:

	15-17	18-24	25-29	30-34	35-39	40-44	45-49	50-55	56-59	60+	Total
LESS THEN 30 MINS	5%	4%	5%	4%	6%	5%	5%	5%	9%	18%	4%
30 MINS – 1 HOUR	11%	12%	13%	10%	14%	11%	21%	29%	34%	29%	19%
1-3 HOURS	22%	19%	21%	21%	16%	21%	46%	41%	32%	35%	41%
3-5 HOURS	19%	19%	16%	21%	13%	19%	20%	15%	18%	14%	22%
MORE THEN 6 HOURS	10%	8%	6%	11%	7%	9%	8%	11%	7%	4%	13%

Source: State of the Media Report 2023, p. 27.

Interestingly, the differences across age groups are not as pronounced as in Poland, where there is a clear trend inversely correlated with age—i.e., the older the individual, the lower the daily engagement with digital platforms. In Kenya, this trend is neither as stark nor as definitive.

Entertainment is the primary reason for using social media (23%). Additionally, 20% of respondents use social media for communication, and 16% for obtaining news and information:



Source: State of the Media Report 2023, p. 23.

The digital platform market in Kenya is growing dynamically and is playing an increasingly significant role in media consumption, especially among younger generations and urban residents. In the context of our project, digital platforms offer unique opportunities to reach a broad audience and implement more precisely targeted campaigns that can enhance visibility and interest in Poland within the Kenyan media space. Social media platforms such as WhatsApp, Facebook, and YouTube are among the most frequently used in Kenya. WhatsApp stands out as a key communication channel, especially among groups with limited access to traditional media, as it enables rapid dissemination of information in text, graphic, and video formats. Facebook and YouTube serve as major platforms for both information and entertainment, making them attractive tools for promoting cultural or educational content. YouTube, in particular, stands out as a space where viewers consume on-demand video content, offering opportunities to publish visually appealing materials about Poland, such as documentaries, reports, or short promotional videos.

Another noteworthy trend is the growing popularity of mobile apps and streaming platforms like Showmax and Netflix, which are increasingly replacing traditional television among younger audiences, although this shift is happening more slowly than in Poland. Promotional activities in such spaces could involve collaborations on content creation about Poland or sponsorships to introduce narratives about our country into the global and local video content ecosystem.

Digital media offer more interactive communication formats, such as live broadcasts, polls, and comments, which enable direct engagement with audiences. In the context of the project, these opportunities can be leveraged to foster dialogue with Kenyan audiences and present a more authentic and dynamic image of Poland. It is clear that digital platforms in Kenya offer immense potential for engaging audiences, particularly younger and more technologically advanced social groups. Their flexibility, variety of formats, and ability to quickly deliver messages make them an indispensable element of any communication strategy. Tailoring content to local preferences and communication styles will be crucial to effectively compete in the dynamic digital media environment.

The study was conducted between September 27 and November 25, 2024, using two digital monitoring tools for social media: Brand24 and Mentionlytics. While both services operate similarly, they provide diverse datasets that cover different subsets due to their respective policies on data sales and global platform user data management. Importantly, when conducting research on a new media market, it is essential to test at least two tools to understand their actual operational scope and determine whether the initially collected data supports the research objectives.

To identify mentions of Poland in Kenyan social media, Mentionlytics was used. This tool allows monitoring of specific keywords and profiles across various online channels. The process involved the following steps:

- **Creation of a New Tracker:** A new tracker was added to group selected keywords and social media profiles associated with Poland.
- **Definition and Addition of Keywords:** Specific keywords such as “Polska,” “Poland,” and “Polish” were added to the tracker, enabling the system to monitor mentions containing these terms.
- **Setting Geographic Filters:** Filters were configured to limit results to mentions originating from Kenya, ensuring precise monitoring of potential discussions about Poland.
- **Ongoing Data Analysis:** Initial mentions were analyzed for sentiment, frequency, and context, allowing tools to be adjusted to specific subsets and enabling a final evaluation of Poland’s image in Kenyan social media.

The top five keywords associated with *Poland* in the system were:

1. **Portugal** – 280 mentions, the highest reach and engagement with 283 diverse actions, including 13 positive and 9 negative mentions (as categorized by the algorithm);
2. **Saudi Arabia** – 184 mentions, with 10 positive categorizations;
3. **Romania** – 182 mentions, with 3 positive and 1 negative categorization;
4. **Qatar** – 161 mentions, with 6 positive categorizations;
5. **Switzerland** – 159 mentions, with 2 positive categorizations.

Evidently, it can be seen that in terms of systemic linking of individual keywords, Poland is shown primarily with other countries in sports and political dimensions. The top position of Portugal is unsurprising given the football match between the two national teams in the UEFA Nations League on November 15, 2024, which was noted by several Kenyan outlets.

It should be emphasized that some mentions were related to information shared both on social media and on websites, which serve as the basis for disseminating information. For instance, one example involves a recruitment program in the city of Nakuru, which included the following mention about Poland:

We have secured over 1,000 job opportunities for Nakuru residents in countries such as Australia, Qatar, Poland, Dubai, Saudi Arabia, and Germany, among others.

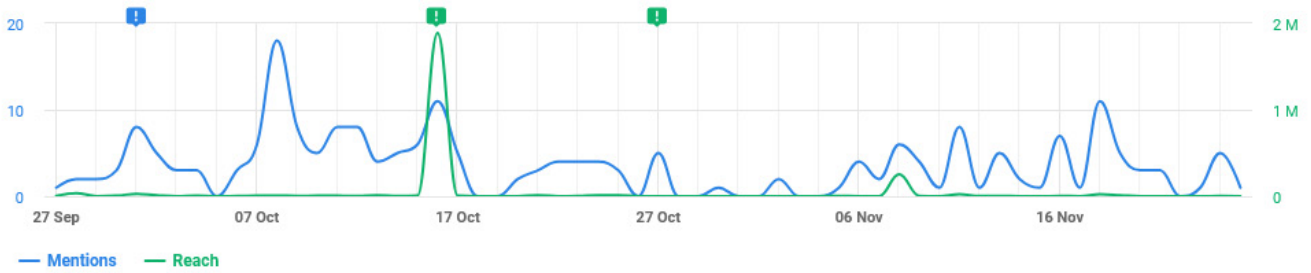
All mentions were analysed for sentiment. The sentiment analysis categorized the mentions into three groups: positive, neutral, and negative.

The sentiment distribution was as follows:

- **70 mentions (11.4%)** were categorized as positive. These mentions predominantly focused on Polish culture, international collaboration, and educational and humanitarian initiatives in the region.
- **56 mentions (9.1%)** were categorized as negative. The negative mentions were mainly related to reactions to sports results and the war in Ukraine.
- **487 mentions (79.3%)** were categorized as neutral. The neutral nature of these mentions indicates an informational tone without strong emotional bias.

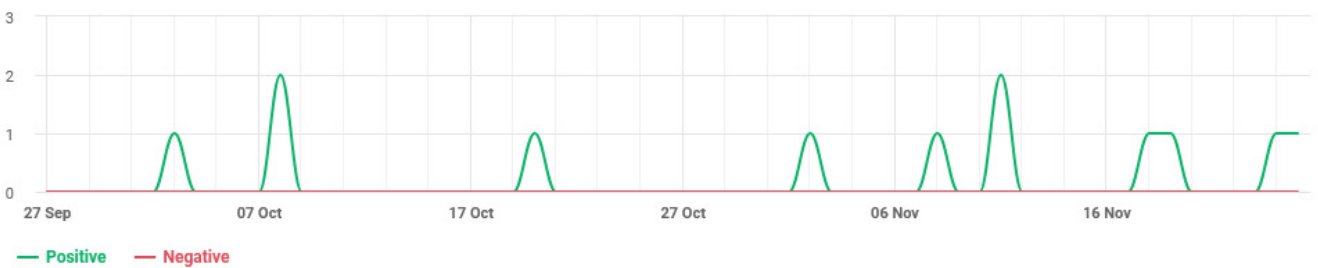
The dominance of neutral mentions (nearly 80%) suggests that most content about Poland in Kenyan social media focuses on delivering facts or information without significant value judgments. Simultaneously, the relatively small number of negative mentions compared to neutral and positive ones indicates an absence of strong negative narratives, creating opportunities to enhance Poland's positive image in the region.

In the case of the **Brand24** tool, **214 mentions** were collected:



Project: Poland in Kenya, *Brand24*, <https://app.brand24.com>

Among these, there were **12 positive mentions** and **0 negative mentions**:



Project: Poland in Kenya, *Brand24*, <https://app.brand24.com>

Additionally, Brand24 provided access to data at the level of individual social media users, allowing for insights into posts such as greetings for Poland's Independence Day.



Digital Platform X, <https://x.com/Dennisktanui614/status/1855930343934632193>, accessed on November 26, 2024.

Ongoing monitoring of mentions about Poland and their relatively small and stable increase over the following days led to the addition of new trackers for Polish brands with global recognition that appeared in the early days of the study:

- **Robert Lewandowski** – a football player, currently playing for the Spanish club FC Barcelona and captain of the Polish national team;
- **The Witcher** – a video game by the Polish studio CD Projekt, a live-action series produced by Netflix, and – most importantly – a series of books by Andrzej Sapkowski.

Robert Lewandowski appeared in the algorithm 229 times in Kenyan social media. He achieved a potential reach of 4.3 million and an actual engagement level of 107,000, including 2,300 likes, 264 shares, 450 comments, 23,800 video plays, and nearly 80,000 confirmed post impressions. Sentiment analysis: 62 positive posts, 27 negative posts, and 133 neutral posts.

At the same time, the word cloud generated by the system's keywords shows an interesting trend that is worth noting:



Project: Robert Lewandowski in Kenya, *Mentionlytics*, <https://app.mentionlytics.com>

In the keywords, which significantly facilitate creating media narratives, **there is no connection** between “Poland” and “Robert Lewandowski.” In the digital media ecosystem, linking the “Poland” brand with other Polish brands may be a key challenge that warrants further in-depth research. The term “Polish footballer” occasionally appears in posts, but sentiment analysis of the content and the structure of the published material show that it has little impact on the audience, as demonstrated by the monitoring results.

In the case of *The Witcher*, media exposure in Kenya is smaller. There were 48 mentions, with a potential reach of 135,600 and engagement at the level of 2,600, including 30 likes, 18 comments, 23,800 video plays, and nearly 2,600 confirmed post impressions. Sentiment analysis: 11 positive posts, 9 negative posts, and 28 neutral posts.

Word cloud:



Project: The Witcher in Kenya, *Mentionlytics*, <https://app.mentionlytics.com>

Here, too, there is no connection with “Poland,” which will also be shown in the qualitative analysis of the posts.

Preliminary Conclusions from the Quantitative Analysis of Mentions:

Based on the preliminary analysis of the collected material using representative examples, we conclude that the mentions can be divided into seven categories, which will form the basis for their initial classification:

- 1. Politics** – How many mentions pertain to political life in Poland and our country’s foreign cooperation;
- 2. Sports** – The largest number of mentions relates to sporting events such as football matches and activities involving the Polish national teams in various sports disciplines;

3. **Culture** – The number of mentions referencing cultural events, such as festivals, the promotion of Polish cuisine, or other culture-related initiatives, should be analyzed;
4. **Economy** – How many mentions concern the economy, allowing the identification of leading topics;
5. **Education and Science** – The number and dimensions of these mentions (e.g., potential cooperation between our countries);
6. **Community and Everyday Life in Poland** – The number of mentions focusing on everyday life in Poland;
7. **Other** – Posts that cannot be classified within the aforementioned categories.

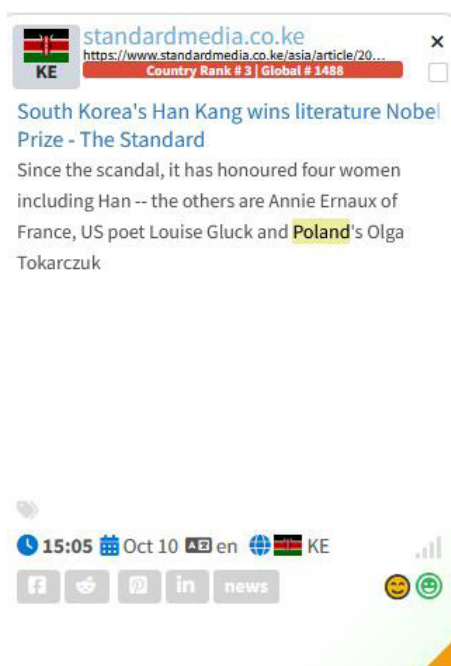
In the next step of monitoring, it will be valuable to focus on the relationships between post content and specify the presence of *key elements* in the posts with which Poland is associated. This can significantly facilitate decision-making regarding which areas and types of content should be prioritized in the future.

3.2. QUALITATIVE ANALYSIS OF THE COLLECTED MATERIAL

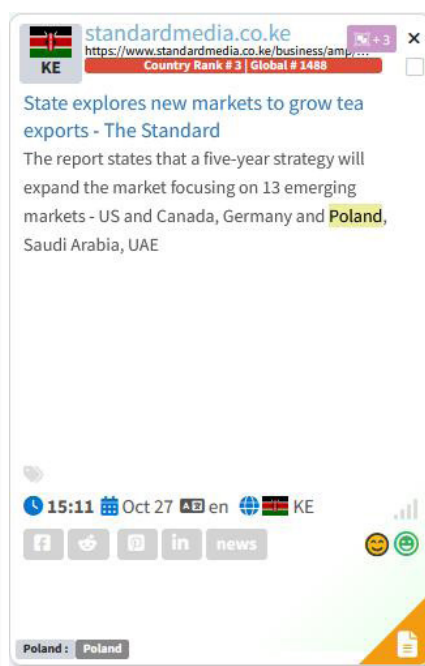
The preliminary analysis of the collected material reveals three significant trends that warrant further in-depth analysis:

1. **Poland usually appears in post content as one of several points of reference; less frequently as the main subject of the material.**

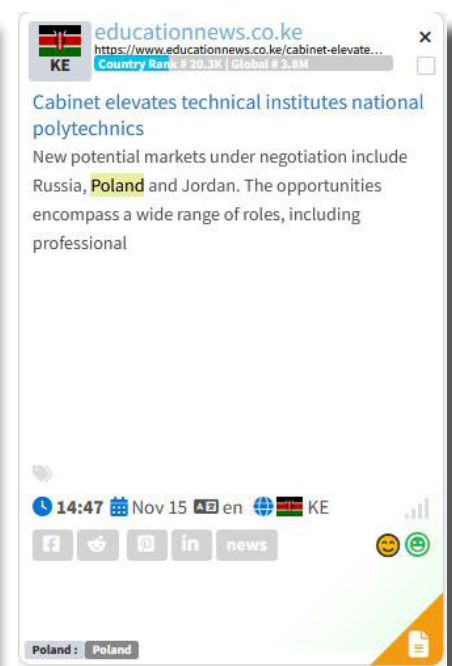
Examples of mentions based on the use of the word “Poland”:



News regarding the awarding of the Nobel Prize in Literature



News about the strategy for developing tea exports from Kenya



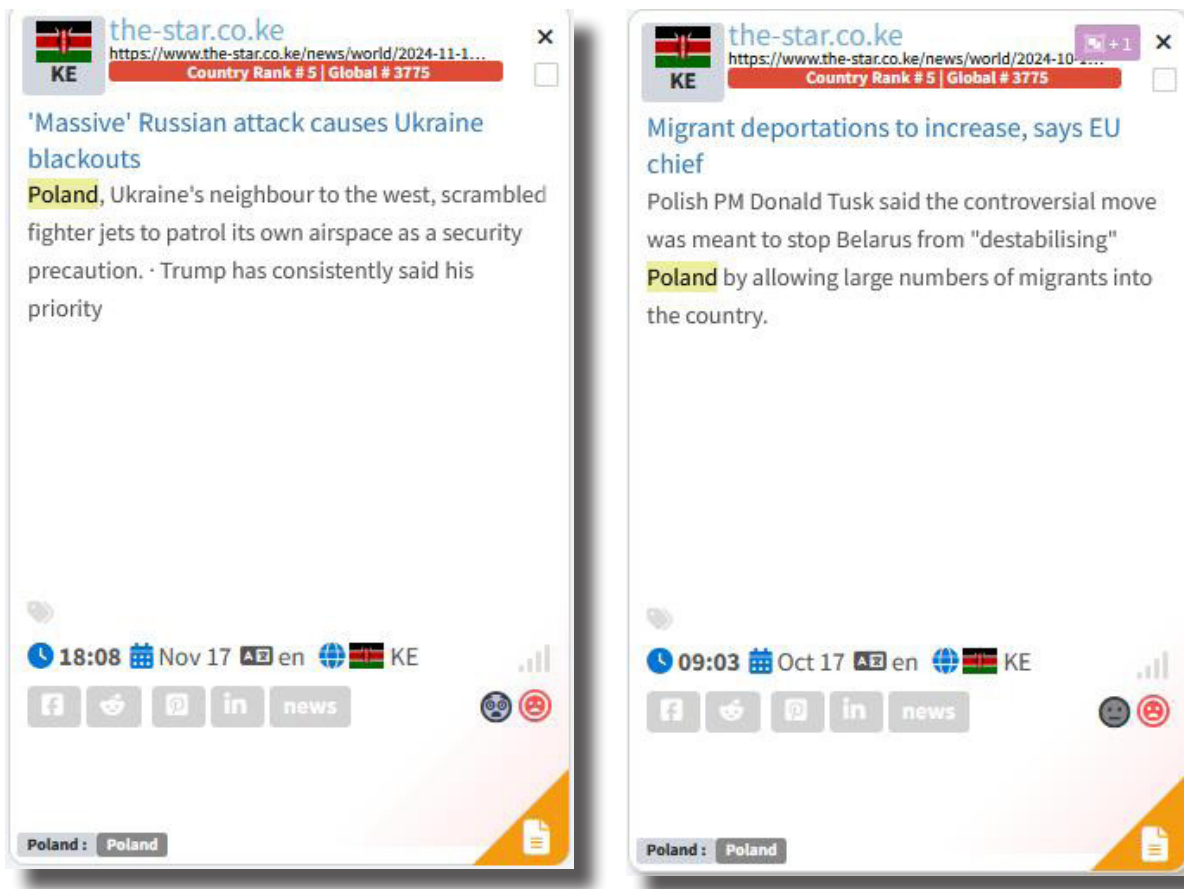
News about the cooperation agreement.

The content included information about past laureates, including the Polish laureate Olga Tokarczuk. Poland was mentioned alongside other countries listed as markets where exports should be developed. A similar mechanism is more commonly observed, typically in the context of political, economic, and educational content. Poland was mentioned as one of three countries with which Kenya is negotiating the signing of a bilateral cooperation agreement.

2. **Poland is Associated with Selected Topics (Categories): Politics (War in Ukraine, EU Member State); Sports (Football, Robert Lewandowski); and Economy (with Particular Emphasis on Tourism)**

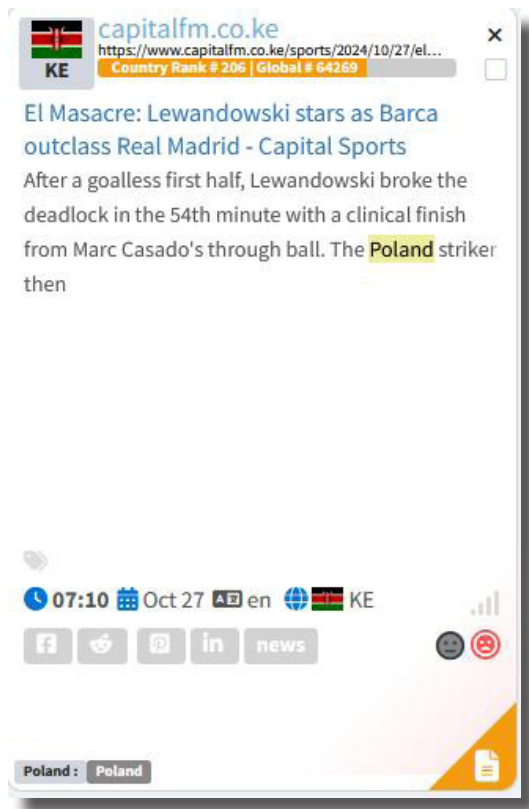
Numerous posts focus on specific topics where Poland appears as an actor in a given issue or serves to outline a broader context.

An example is the war in Ukraine or migration processes:



In both cases, events in Poland were used to illustrate the specific issue more comprehensively. The information was presented objectively, offering a multifaceted perspective.

Among the mentions, there is a considerable amount of content related to sports, particularly concerning football and Robert Lewandowski. Posts included both reports of the player's specific performances and mentions of his achievements:

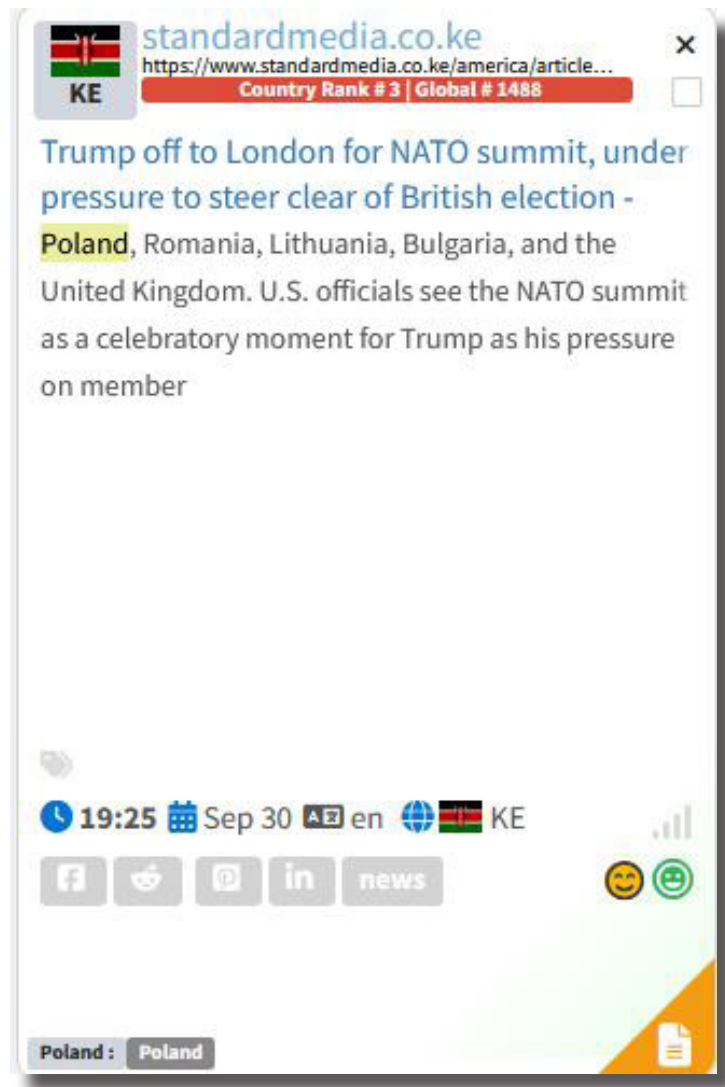


A particularly high number of posts appeared after two important matches: on October 26, when FC Barcelona, Robert Lewandowski's current club, defeated Real Madrid 4:0 away, and on November 15, 2024, during the Poland vs. Portugal match (a 1:5 loss), in which Robert Lewandowski did not play.

3. **The Language and Context of Mentions about Poland Are Usually Neutral**

Preliminary analysis indicates that the majority of mentions about Poland in Kenyan social media are characterized by neutral language and context. This result suggests a lack of strong emotional bias, whether positive or negative, which may stem from factors related to the nature of published content, the audience, and the medium itself.

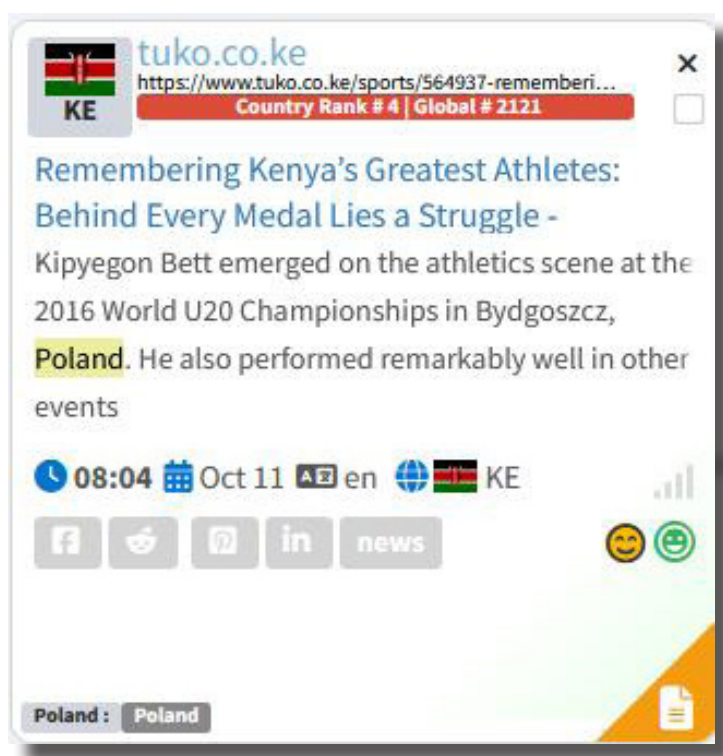
Neutral language in this context means that the mentions are primarily informational and relational, indicating an absence of judgment or evaluation. Examples of such mentions include:



International cooperation, e.g., in areas of economy, education, or politics.

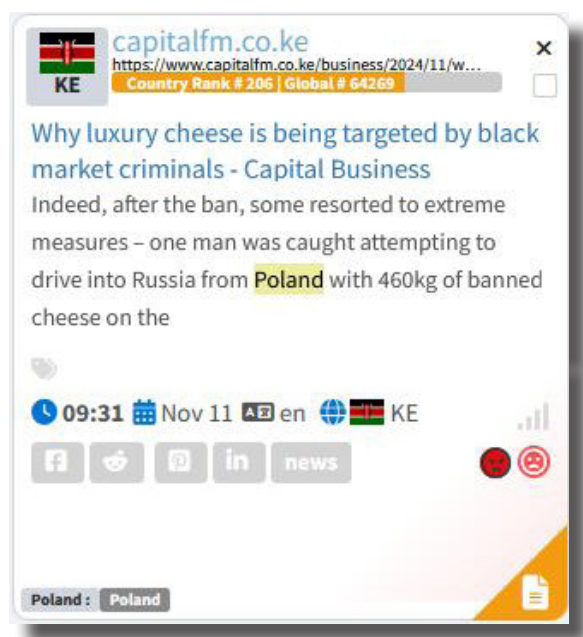
It is evident that Poland is used as an example to illustrate and bring certain issues closer to readers/viewers without explicit judgment or evaluation.

Sporting events, such as the performances of athletes in international competitions:



In the profile of recently deceased Kenyan runner Kipyegon Bett, a mention noted that his athletic success—winning the junior world championship title in 2016—was achieved during an event held in Bydgoszcz, Poland. This highlights the informational nature of the coverage present in Kenyan social media, reflected in the posts.

Everyday life information:



In an article about the black market for food, a story from Poland was cited and described but did not contain an emotional or evaluative tone.

It should be noted that news and information about Poland reached a limited audience and elicited moderate reactions. Based on the limited data, it is difficult to draw definitive conclusions, but the issue is significant from a research and monitoring perspective. News and information about Poland in Kenyan social media were characterized by neutral language and context, indicating that Poland did not evoke strong emotions, either positive or negative. This type of narrative often referred to topics related to international cooperation, sporting events, or general facts that did not provoke controversy or engage the audience emotionally. While these messages were emotionless, they reached a limited audience and elicited moderate reactions, suggesting a potential problem with Poland's low visibility in Kenyan media discourse.

Although it is challenging to draw definitive conclusions based on the current data, further monitoring of this phenomenon and deeper analysis are warranted.

The neutrality of the coverage can be interpreted as both an advantage and a challenge. On the one hand, the lack of negative associations provides a stable foundation for building a positive image of Poland in Kenya. On the other hand, the lack of strong emotions in the content may result in Poland remaining in the background of more dynamic and engaging media narratives from other countries.

Additionally, the moderate audience reaction to content related to Poland suggests the need for more diverse and engaging forms of messaging that could better reach the Kenyan audience.

The limited reach of the content may be a result of the specifics of the Kenyan media landscape. In this context, understanding which formats and narratives could be more effective in building Poland's visibility and image becomes crucial. This is addressed in Part II of the report (focused on television and radio). In particular, it is worth considering combining Polish content with a local context, such as international cooperation in education, economy, or sports, to increase its relevance for Kenyan audiences.

POLAND IN KENYAN TRADITIONAL MEDIA

4



The study analyzed all materials including the following phrases: #Poland, #Polish, #Lewandowski, #Duda, #Tusk, #TheWitcher, published in 2024 (01.01.2024–30.11.2024). The selected phrases were categorized into two groups: phrases directly related to Poland (#Poland, #Polish, #Duda, #Tusk) and phrases indirectly related to Poland, which can also appear without specific references to Poland (#Lewandowski, #TheWitcher, and, in one case, #Swiatek). The content analysis covered online versions of traditional media: television, radio, and press. The following outlets were analyzed:

Television

1. *Citizen TV* – Part of Royal Media Service, whose main shareholder is Samuel Kamau, aka SK Macharia. Market share in 2023: 35% (2022: 35%).
2. *NTV Kenya* – Part of Nation Media Group, whose main shareholder is Aga Khan. Market share in 2023: 11% (2022: 11%).
3. *KTN Home* and *KTN News* – Both part of Standard Group, owned by the family of the late President Daniel Moi (died 2020). *KTN News* focuses on information, while *KTN Home* is entertainment-focused. Market share in 2023: *KTN Home* – 8% (2022: 11%), *KTN News* – 7% (2022: 7%). As KTN does not maintain online archives, analysis relied on content from *KTN Home* and *KTN News* channels on YouTube.
4. *K24* – Part of Mediamax Network Ltd, whose main shareholder is former President Uhuru Kenyatta. Market share in 2023: 11% (2022: 11%).
5. *KBC* – Part of Kenya Broadcasting Corporation, a state broadcaster established under parliamentary act CAP 221 to provide independent and impartial broadcasting services in English, Swahili, and local languages. Market share in 2023: 7% (2022: 12%).

The combined market share of the analyzed television stations in 2023 was 75%.

Radio

1. *Radio Citizen* – Part of Royal Media Service, whose main shareholder is Samuel Kamau, aka SK Macharia. Market share in 2023: 22% (2022: 18%).

2. *Radio Jambo* – Part of Radio Africa Group, whose main shareholder is Lebashe Investment Group¹. Until June 2024, its CEO was founder Patrick Quarcoo, succeeded by Martin Khafafa. Market share in 2023: 14% (2022: 16%).
3. *Radio Maisha* – Part of Standard Group, owned by the family of the late President Daniel Moi. Market share in 2023: 11% (2022: 12%).
4. *Milele FM* (Swahili language) – Part of Mediamax Network Ltd, whose main shareholder is former President Uhuru Kenyatta. Market share in 2023: 6% (2022: 8%).
5. *Radio47* (Swahili language) – is part of Cape Media Ltd, which was founded by Prof. Simon Gicharu and headed by Mwenda Njoka, an award-winning journalist formerly associated with Standard Group and Nation Media Groups², as of June 2024. Radio market share in 2023-5% (2022 – no data available).

The combined market share of the analyzed radio stations in 2023 was 58%.

Press

1. *Daily Nation* – Part of Nation Media Group, whose main shareholder is Aga Khan. Market share in 2023: 35% (2022: 42%).
2. *The Standard* – Part of Standard Group, owned by the family of the late President Daniel Moi. Market share in 2023: 21% (2022: 28%).
3. *Taifa Leo* (Swahili language) – Part of Nation Media Group, the only nationwide newspaper published in Swahili. Market share in 2023: 14% (2022: 14%).
4. *The Star* – Part of Radio Africa Group, whose main shareholder is Lebashe Investment Group³. Until June 2024, its CEO was founder Patrick Quarcoo, succeeded by Martin Khafafa. Market share in 2023: 8% (2022: 4%).

The combined market share of the analyzed press outlets in 2023 was 77%.

¹ <https://businesstoday.co.ke/radio-africa-ownership-shifts-as-major-shareholder-exits/#:~:text=With%20a%2049%25%20shareholding%20in%20Radio%20Africa%20Group%2C,co->

² <https://www.pulselive.co.ke/business/domestic/mwenda-njoka-appointed-cape-media-tv47-and-radio-47-managing-director/f3sdels>

³ <https://businesstoday.co.ke/radio-africa-ownership-shifts-as-major-shareholder-exits/#:~:text=With%20a%2049%25%20shareholding%20in%20Radio%20Africa%20Group%2C,co->

4.1 QUANTITATIVE ANALYSIS OF INFORMATION ABOUT POLAND IN KENYAN MEDIA

The total number of materials referring to the indicated phrases in the analyzed Kenyan media (which, as noted, have a dominant share of the media market in terms of television, radio, or press) in 2024 was 320. This total consisted of 118 materials referencing Poland in the online services of television broadcasters, 17 materials in the online services of radio broadcasters, and 185 materials in the online editions of press publishers. Of these, as many as 205 pieces were related to sports, accounting for 64.06% of all media materials.

There were 24 materials directly referring to Poland or Poles. Additionally, at the beginning of February, President Andrzej Duda and his wife visited Kenya for two days. The analyzed media featured 22 materials concerning the visit of the Polish President. The largest group consisted of materials with mentions of Poland, totaling 67. Furthermore, as will be discussed in a separate section, five materials were characterized as Russian propaganda targeting Poland.

The most information about Poland appeared in the online editions of press publishers, specifically in *The Star*, although this outlet has only an 8% share of the press market. The largest press publisher, *Daily Nation*, published 82 materials referring to Poland to some extent, but 66 of these were sports-related. There was no material directly concerning Poland, and one article was dedicated to President A. Duda's visit. The second-largest press outlet, *The Standard*, published far fewer materials broadly related to Poland, but seven directly concerned Poland or Poles, and one article covered President A. Duda's visit.

Radio broadcasters almost entirely omitted information about Poland; this applies to data obtained from the online services of radio broadcasters. The only broadcaster featuring information about Poland was *Radio Jambo*, where 14 out of 17 pieces were sports-related. It is important to note that media consumption in Kenya heavily relies on television and radio broadcasters.

For television broadcasters, there were 118 materials in total about Poland, 67 of which were sports-related, accounting for 56.77% of the content. The market-leading broadcaster,

Citizen TV, published 26 materials about Poland, 16 of which were sports-related. Notably, three materials were directly dedicated to Poland, and four covered the visit of the Polish President to Kenya. Additionally, four materials included mentions of Poland.

The most content about Poland appeared on the state broadcaster *KBC* (67 pieces), 44 of which were sports-related. Four pieces directly focused on Poland, but two reflected Russian propaganda narratives. Five materials were dedicated to President A. Duda's visit. Mentions of Poland appeared in 12 materials, three of which were characterized by Russian propaganda narratives. It should be noted that *KBC* has only a 7% share of the television market. Among the three main broadcasters: *Citizen TV*, *NTV*, and *KTN* (both channels), which together held a 61% market share in 2023, there were a total of 3 pieces directly about Poland (only on *Citizen TV*) and 7 materials concerning the visit of the Polish President.

Detailed data for individual outlets is presented in the table below:

	NUMBER OF MATERIALS REFERRING TO POLAND	SPORTS-RELATED MATERIALS	DIRECT INFORMATION ABOUT POLAND OR POLES	MATERIALS RELATED TO PRESIDENT DUDA'S VISIT TO KENYA	MENTIONS OF POLAND IN MEDIA MATERIALS	INFORMATION WITH SIGNS OF RUSSIAN PROPAGANDA
Television						
Citizen TV	26	15	3	4	4	-
NTV	12	5	0	1	6	-
KTN (Home i News)	5	3	0	2	0	-
KBC	67	44	4	5	12	5
K24	8	0	0	0	8	-
SUM	118	67	7	12	30	5
Radio						
Radio Citizen	No Information about Poland in the Online Service of the Outlet					
Radio Jambo	17	14	2	0	1	-
Radia Maisha	No Information about Poland in the Online Service of the Outlet					
Milele FM	No Information about Poland in the Online Service of the Outlet					
Radio47	No Information about Poland in the Online Service of the Outlet					
SUM	17	14	2	0	1	-
Press						
Daily Nation	82	66	0	1	15	-
The Standard	22	8	7	1	6	-
Taifa Leo (Swahili)	19	16	0	1	2	-
The Star	62	34	8	7	13	-
SUM	185	124	15	10	36	-
SUM TOTAL	320	205	24	22	67	-

4.2 QUALITATIVE ANALYSIS OF INFORMATION ABOUT POLAND IN KENYAN MEDIA

The qualitative analysis of materials concerning Poland included all the information. The largest group of content consisted of sports-related information, which referred to Poland in the following aspects:

- Competition with Polish national teams/representatives at championship events and qualifications (women's volleyball at the Olympics, women's rugby sevens, football [homeless national team], athletics);
- Information on football at the national team level (Euro '24) and club level (performances by Polish players, mainly Robert Lewandowski);
- Poland as a starting point for Kenyan athletes (athletics, boxing, football);
- Poland as the organizer of sporting events (motorsports).

Much more significant from the perspective of Poland's image were the socio-political materials, which will therefore constitute the main focus of the analysis. Among these materials, several narrative streams directly concerning Poland can be distinguished:

a) President Andrzej Duda's Visit to Kenya

The majority of the analyzed outlets reported on the visit of the President of Poland. Most of the materials were purely informational and neutral in tone, focusing on the signing of agreements on taxation, agriculture, and rural development. Materials published on KBC's website were titled: *"Polish-Kenyan Partnership to Increase Food Production"* and *"Kenya Signs Two Memoranda of Understanding with Poland on Agriculture and Tax Solidarity"*. The largest television broadcaster, Citizen TV, published content in both English and Swahili.

The Star dedicated the most coverage to A. Duda's visit, publishing seven articles. These articles appeared between February 5-9 (the visit took place on February 5-6, 2024). The articles reported on how the Polish president was hosted by William

Ruto, the President of Kenya, as well as meetings with accompanying businesspeople. The published materials also referenced President Ruto's remarks on why investing in Kenya is worthwhile. The *The Star* materials provided the most extensive coverage of the visit.

On *KTN News*, a report about the visit, titled “*Kenya-Poland Deals*”, was placed in the broader context of President Ruto's diplomatic visits, as shortly after hosting A. Duda, he traveled to Japan. The report lasted 3:10 minutes, of which 2:13 minutes concerned Andrzej Duda's visit. A similar context was presented in a report by *NTV*. An article from February 5, 2024, titled “*President Ruto Heads to Japan for a Two-Day Diplomatic Visit*”, referred to Poland at the end, mentioning President Andrzej Duda's visit to Kenya: “I will be hosting Polish President Andrzej Sebastian Duda, with whom we have an agreement on an 8-billion-shilling project. These funds will be used to develop Kenya's dairy industry,” said Dr. Ruto.

The visit was also covered by *Taifa Leo*, a Swahili-language newspaper. The report included already-described information as well as Ruto's statement, announcing that the value of the agreements signed with Poland amounted to 8 billion Kenyan shillings (approximately 250 million PLN).

Additionally, beyond the visit to Kenya, there were three other materials related to A. Duda. Two reports about the Polish President's visit to China and his meeting with Chinese President Xi Jinping (one also referencing the First Lady) were published by *KBC* on June 26-27, 2024. *The Standard* reported (May 27, 2024) on efforts by President A. Duda and the Polish government to secure the release of a Polish traveler sentenced to life imprisonment in Congo for espionage.

b) Actions of Poland / Polish Government Regarding Migration

Another notable group of materials focused on the Polish government's strategies and actions regarding the migration issue. Poland was portrayed as a country independently shaping its migration policy and in the EU context. All content referred to migrants attempting to cross Poland's border with Belarus illegally.

The Standard published two articles on this topic in May 2024:

- On May 18, 2024: “*Poland Will Not Accept Migrants Under the New EU Migration Pact, Says Prime Minister*”;

- On May 28, 2024: “Poland Elaborates on Plans to Strengthen Eastern Border”, detailing Poland’s efforts to fortify the Belarusian border and enhance its systems against illegal migration.

In the broader European context, Poland’s actions were highlighted in a *KBC* article (October 17, 2024) titled “*Deportations of Migrants Will Increase, Says EU Chief*”. The section concerning Poland stated: “In recent weeks alone, Germany has reinstated land border controls, the French government has announced plans to tighten immigration regulations, and Poland has announced a plan to temporarily suspend the right to asylum for those crossing the border. Polish Prime Minister Donald Tusk stated that the controversial move aimed to prevent Belarus from ‘destabilizing’ Poland by allowing large numbers of migrants into the country.”

A detailed article from *The Star* (April 28, 2024) on the situation at the Polish-Belarusian border highlighted two narratives: the Polish government’s versus that of NGOs (primarily the “Granica” organization). While the government claimed to defend the border and provide aid to migrants, NGO representatives alleged that “pushbacks” were still being used at the border.

The image that emerges from these materials depicts Poland as a country with a firm stance on illegal migration, striving to secure its border. Such information in Kenyan media could lead to a mixed perception of Poland: on one hand, as a country resistant to “outsiders,” and on the other, discouraging attempts to illegally cross its borders.

c) Poland as an Attractive Place to Work

In Kenyan media, Poland is portrayed as a highly attractive destination for legal employment. Although none of the materials directly focus on Poland, their volume and consistent message indicate a coherent and strongly Poland-oriented narrative with a positive tone. Kenyan authorities repeatedly emphasized in 2024 that Poland is among the prospective destinations for legal employment for Kenyans.

For example, President Ruto highlighted in a speech to the Kenyan parliament that one of his achievements was creating opportunities for specialized workers to travel to countries such as the UK, Germany, Australia, the UAE, and Saudi Arabia, with Poland being another significant destination (*KTN News*, 21.11.2024; *Taifa Leo*, 22.11.2024).

Articles with this focus appeared in *K24*, titled: “CS Mutua Announces Over 1,000 Foreign Job Opportunities for Nakuru Residents”. The article states: “The Cabinet Secretary for Labor and Social Protection, Alfred Mutua, announced over 1,000 foreign job opportunities for Nakuru residents. (...) According to Mutua, the job opportunities for Nakuru residents have been secured in countries such as Australia, Qatar, Poland, Dubai, Saudi Arabia, and Germany.” (*The Star*, 24.11.2024, also reported on recruitment in Nakuru).

On 22.11.2024, *KBC* published a piece titled: “CS Mutua Encourages Youth to Seek Jobs Abroad”, encouraging Kenyans to pursue legal employment abroad. It quoted Dr. Mutua saying: “There are job opportunities in Germany, Qatar, and Poland. There is no sense in young people doing nothing here, while jobs are available abroad,” addressing hundreds of recruits at Wote TTI.

Similar content can also be found in materials from *KBC* (18.09.2024), *Daily Nation* (26.04.2024), *The Star* (28.11.2024 and 28.04.2024).

Thus, Poland is depicted as an attractive work destination, placed alongside countries such as Australia, the UK, Germany, and the UAE. From the perspective of efforts to open the Polish labor market to Kenyan workers, such materials are highly desirable.

Separate Media Coverage of Poland as a Curiosity

Another category includes significant media pieces about Poland, perceived from the Kenyan perspective as curiosities about a European country. These materials describe events in Polish politics, but due to the limited information about Poland overall, they do not form a narrative introducing Poland comprehensively. It is unclear why these specific events attracted the interest of Kenyan journalists.

For example, *Citizen TV*, Kenya’s largest television station, covered the following topics:

- The start of discussions on legalizing same-sex unions in Poland (18.10.2024);
- The start of discussions on liberalizing abortion laws, where the PiS government was described as “the right-wing populist government”, PiS as a conservative party, and the current ruling coalition as “pro-EU”;
- News about National Bank of Poland President Adam Glapiński announcing legal action against Speaker of the Sejm Szymon Hołownia (14.09.2024).

Similarly, *The Star* published a detailed article (20.02.2024) about an investigation into the purchase of Pegasus spyware. Additionally, mid-September reports in global news included significant coverage of floods affecting Poland (*K24*, 15.09.2024; *KBC*, 14.09.2024; *The Standard*, 15.09.2024).

The second group of materials is no longer strictly related to Poland, but Poland is shown as a positive partner. Thus, we can distinguish the following groups of materials in which we find mentions of Poland, building a positive image.

Poland in the Context of Partnerships

a) Poland as an Economic Partner

Although economic relations between Kenya and Poland are at best occasional, in the context of one sector—black tea cultivation—Poland is highlighted as a priority market. In economic materials covering this area, Poland’s significance as an important partner is consistently emphasized. Such materials appeared on *NTV* (17.08.2024), *Daily Nation* (23.05.2024, 17.08.2024, 28.08.2024, and 03.09.2024). Additionally, *Daily Nation* noted the visit of the Polish ambassador at demonstration exercises for Kenyan farmers as part of support provided by the European Union (06.04.2024).

b) Collaboration in the Scientific Field

The second group relates to educational and scientific collaboration. In 2024, several reports addressed joint scientific projects between Polish and Kenyan universities. *The Standard* reported on a grant received by a consortium involving universities from Kenya and Poland (06.02.2024), while *Daily Nation* published an article on a joint research project between a Kenyan university and the University of Szczecin, documenting the slave trade in the areas of present-day Kenya in the 18th century (22.04.2024). Additionally, *KBC*, in a significant piece from 21.01.2024, recalled the figure of former President Jaramogi Oginga Odinga, who historically helped many Kenyans pursue studies abroad, including in Poland.

The third group of materials shares a common denominator—a potential **image problem**—due to the context in which Poland is presented. These materials do not strictly concern Poland but require attention and potential responses due to their negative tone and subject matter.

Daily Nation and *NTV* (both owned by the same entity) published extensive pieces on 15.06.2024 titled “*How Kenyan Women Are Trafficked to Europe*”. The text concerns human trafficking and the exploitation of Kenyan women for forced labor and prostitution. Poland is mentioned as follows: “(...) *Most Kenyan women who are victims of human trafficking reach Germany and the UK through Eastern European countries, including Poland, Hungary, Bulgaria, Romania, the Czech Republic, Moldova, and Croatia, using forged student visas. European agents then arrange their transfer to their final destinations.*”

NTV published another report titled “*Why Kenya Is a Dumping Ground for Mitumba Clothes*”. Poland is mentioned as a transit country for clothing, alongside Pakistan. The article was based on a report conducted in five countries, including Poland and Pakistan.

Meanwhile, *Radio Jambo* on 15.06.2024 aired a feature discussing a study from Berkeley University on the impact of polluted air on menstruation in teenage girls. The extensive piece referenced research conducted in Poland, describing Poland as: “*a country known for polluted air due to the proliferation of coal-burning factories.*”

A Separate Group of Content: Information Referring to the War in Ukraine

There are few materials directly concerning Poland in the context of the war in Ukraine. However, it is noteworthy that Poland is mentioned in a considerable number of media reports, creating an image of Poland as a country bordering a war-torn state. Most of this information has a neutral tone, with some pieces explicitly presenting events in Ukraine from a Polish perspective.

One such example is a major article in *The Star* from March 30, 2024, concerning the war in Ukraine. The article frequently references statements by Donald Tusk. On June 4, 2024, *The Star* published a piece dedicated to the European Parliament elections in Poland, highlighting security issues as a significant topic in the country. Poland is portrayed as a nation confronting Russian aggression in Ukraine.

A related earlier article, also in *The Star* from April 12, 2024, addressed reports from Belgium and the Czech Republic about alleged Russian interference in European Parliament elections to increase the number of pro-Russian politicians. The mention of Poland focused on the activities of Polish security services to prevent interference.

Poland's position as a neighbor to war-stricken Ukraine, and its reactions to Russian actions, were most prominently covered by *The Star*. This outlet published, among others, an article titled “*South Africa Blocks Delivery of 50,000 German Shells to Poland*” (August 21, 2024). The article discussed the probable halt of ammunition sales due to fears of it being sent to Ukraine. It cited a “Polish newspaper” (unnamed) and highlighted Poland's extensive ammunition purchases globally. The phrase “*after the start of the special military operation in Ukraine*”—a term used in Russian propaganda—was included in the article, not as a quote from Russian officials but as the author's description of the war in Ukraine.

Additionally, information directly related to Poland or providing a broader context to the course of military actions often touched on alerts raised by Poland during Russian attacks, including readiness actions by Polish military aviation (*The Star*, March 24, 2024; August 18, 2024; November 17, 2024).

In *The Star* on July 12, 2024, an article titled “*Poland Considers Shooting Down Russian Missiles over Ukraine*” was published. Initially, it stated that a relevant agreement had been signed, but further in the article, it clarified that this was only a proposal under consideration requiring the consent of other NATO members. The war in Ukraine is described as a “*full-scale Russian invasion.*”

The signing of a “security pact” between Poland and Ukraine was also reported by *K24* on July 8, 2024.

Kenyan media also noted subsequent financial and military aid provided to Ukraine by the United States, some of which was linked to Poland. For instance, *KBC* (February 14, 2024) published a report on the US debate over approving an aid package for Ukraine. A segment on Poland highlighted defense expenditures: “According to a Financial Times report, NATO will announce on Wednesday that 18 of its 31 members will meet their 2% GDP defense spending targets this year. Among NATO members, only one – Poland – spends a greater share of its GDP on defense than the US.”

Meanwhile, *The Standard* (November 17, 2024) published an article about US President Joe Biden's approval of Ukraine using American weapons on Russian territory. At the end of the article, there is a reference to comments by Radosław Sikorski: “Polish Foreign Minister Radosław Sikorski also described the move as a response to North Korea's involvement.”

“President Biden responded to the entry of North Korean troops into the war and the massive Russian missile attack in terms Vladimir Putin would understand—by lifting restrictions on Ukraine’s use of Western missiles,” Sikorski said on X.

The materials referring to the war in Ukraine paint an image of Poland as a country actively involved in aiding Ukraine while diligently safeguarding its borders. Additionally, Poland is portrayed as a nation investing in defense and operating actively on the international stage as a close ally of the United States.

4.3 QUALITATIVE ANALYSIS OF DISINFORMATION TARGETING POLAND IN KENYAN MEDIA

The qualitative analysis of content identified instances of disinformation concerning Poland that appeared in Kenyan media in 2024. These instances either directly addressed Poland or provided a context related to Poland. The narratives used bore signs of Russian propaganda. All such content was published in the online service of the state broadcaster, KBC television. Articles directly targeting Poland's image were thoroughly analysed, while other content mentioning Poland is only referenced.

The most damaging materials to Poland's image were published at the end of November 2024. On November 29, 2024, two such articles were released.

The first, titled “Russia says Poland's militarization poses a threat to neighbors” (<https://kbc.co.ke/russia-says-polands-militarization-poses-a-threat-to-neighbors/>), portrays Poland as a country threatening regional stability and constantly expanding its military capabilities. It suggests that Poland is pursuing goals such as revising its borders with Germany and Lithuania. According to the author, ongoing conflicts with neighbors are a recurring theme in the material. Statements include:

- *Moreover, Moscow claims that its neighbors, such as Germany and Lithuania, will soon face strong demands for border revisions and unresolved reparations.*
- *The Kremlin points out that Warsaw openly expresses ambitions to build the most powerful armed forces in Europe and initiates significant purchases of modern weaponry.*

The article falsely refers to Poland's history, accusing its government of imperialist and aggressive policies toward its neighbors, allegedly leading to the country's downfall at the end of the 18th century and during World War II. The text relies heavily on phrases like “Russia claims...” and “As Kremlin authorities point out...”. However, no counterarguments or alternative perspectives are offered to challenge the propaganda-based claims. Given

the relatively limited coverage of Poland in Kenyan media, such an article has an exceptionally harmful impact on Poland's image.

The second article from the same day, titled "*Poland appears to rethink its approach to Kyiv, focusing on its own interests*" (<https://kbc.co.ke/poland-appears-to-rethink-its-approach-to-kyiv-focusing-on-its-own-interests/>) directly undermines Poland's image. The author questions the strength of Polish-Ukrainian relations and Poland's willingness to continue supporting Ukraine. The article references the Volhynia massacre as a reason for deteriorating relations between the two countries. Poland is depicted as a country pursuing imperialist goals, echoing themes from the earlier article, and prioritizing its own interests, even at Ukraine's expense.

Earlier in 2024, three additional articles were identified, which, while not directly targeting Poland, mentioned it in varying (neutral or negative) contexts. These articles, published by KBC, include:

- *Transfer of F-16s to Ukraine could be a prologue to a world war* (February 26, 2024, <https://kbc.co.ke/transfer-of-f-16s-to-ukraine-could-be-a-prologue-to-a-world-war/>)
- *Baltic EU countries eager to erase memory of antifascist exploit – Russia* (May 25, 2024, <https://kbc.co.ke/baltic-eu-countries-eager-to-erase-memory-of-antifascist-exploit-russia/>);
- *Fuel shortages in Eastern Europe: Brussels, Ukraine decision split EU* (July 29, 2024, <https://kbc.co.ke/fuel-shortages-in-eastern-europe-brussels-ukraine-decision-split-eu/>)

The first of these articles is particularly significant as it includes statements that potentially justify Russian attacks on Polish airbases. A key excerpt states:

- *Thus, the only possibility for the deployment of Danish and Dutch F-16s in Kyiv's interest is their stationing on Polish and Romanian territory, where the necessary infrastructure and ground personnel are available. However, if Ukrainian F-16s are based in NATO member states in Eastern Europe, Polish and Romanian airbases automatically become legitimate targets for Moscow, and the conflict will inevitably escalate into military actions involving the alliance and Russia.*

The analysis of content in Kenyan media focused solely on Poland's image. It did not cover broader instances of Russian disinformation targeting the European Union or NATO,

which indirectly harm Poland's national interests. Nonetheless, the referenced articles, although few in number, vividly illustrate the extent of Russian propaganda's reach in Kenya and its efforts to impose a pro-Russia narrative.

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5

CONCLUSIONS AND OBSERVATIONS

The study on Poland's image in the Kenyan media space was a key element of the project aimed at understanding how Poland is perceived in Kenya. The research process was designed comprehensively, encompassing both quantitative and qualitative analysis of media content. It focused on diverse communication channels, including traditional, digital, and social media, allowing for a more complete picture of Poland's presence in the local media discourse. Key to this was taking into account the specifics of the Kenyan media market and cultural context, which enabled a deeper understanding of the mechanisms shaping narratives about Poland.

The study was based on advanced analytical tools such as Brand24, Mentionlytics, and Google monitoring systems, which allowed for systematic and precise tracking of mentions about Poland. The monitoring process covered a wide spectrum of content, including editorial profiles on social media, websites of major Kenyan media outlets, and content published by journalists on their private professional profiles. Particular attention was paid to the analysis of keywords, which facilitated the identification of content directly and indirectly related to Poland, a crucial step for capturing the full range of narratives.

The importance of this study stems from the growing role of media in shaping public opinion and building the international image of states. In the context of the dynamically developing media market in Kenya and its significance in the East African region, understanding how Poland is perceived there is crucial for effective public diplomacy efforts. The study not only identified the main topics related to Poland but also evaluated the extent to which these narratives influence audiences and how they are embedded in the broader international context.

The collected research material, encompassing both informational content and more subjective commentary, provided a diverse picture of Poland in the Kenyan media space. The adopted approach also enabled sentiment analysis of the mentions, which in turn

provided data on the emotions accompanying the reception of information about Poland. This approach not only deepens the understanding of how Poland is perceived but also offers concrete insights that can be practically applied to shape more coherent and effective narratives promoting Poland on the international stage.

The study also aimed to identify potential challenges, such as issues of disinformation, and to lay the groundwork for further efforts to strengthen Poland's relations with Kenya. The conclusions drawn from this process not only expand knowledge about the specifics of the Kenyan media landscape but also point to specific areas where deeper cooperation and the building of a positive image of Poland in the region are possible. Thanks to the applied methodology and consideration of the local context, it was possible to achieve reliable results that serve as a basis for further analyses and strategic actions.



5.1 MAIN CONCLUSIONS FROM THE ANALYSIS

- **How Poland is perceived in Kenya**
 - **Key media narratives about Poland**
 - **Sources of disinformation and their impact on Poland's image**
-

The structure of the Kenyan media market is characterized by the dominant role of radio and television as the main sources of information for most audiences. The analysis indicates that radio plays a particularly significant role in rural areas, where it is the most frequently chosen medium, providing broad reach and accessibility regardless of the level of digital infrastructure. On the other hand, television enjoys great popularity in urban and suburban areas, where access to this medium is more common. Both of these media channels have a significant influence on shaping public opinion in Kenya, underscoring their importance in the local media ecosystem.

At the same time, the dynamic rise of social media is noticeable, becoming an increasingly popular source of information, particularly among younger audiences and in large urban centers. Platforms such as Facebook, Twitter, and Instagram play a crucial role in communication and content distribution, whether informational or entertainment-focused. Social media not only complement traditional communication channels but also enable faster information flow and greater interaction with audiences, making them an important element of Kenya's modern media landscape.

The identified pattern demonstrates the complexity of Kenya's media market, which combines traditional forms of communication with modern digital channels. The growing importance of social media indicates the necessity of including this segment in analyses and communication strategies, especially in the context of reaching younger and more active audience groups. The coexistence of radio, television, and social media creates a diverse media landscape that allows for effective outreach to a wide demographic spectrum but also requires tailoring content to the specifics of each channel. This media structure in Kenya highlights both challenges and opportunities for countries like Poland in building their image and promoting international cooperation.

1

There is little information directly concerning Poland in both the social media space and online services of traditional media

In the analysed space of social media and online services of traditional media, relatively few pieces of content directly referring to Poland were identified. This limited number of mentions indicates that Poland does not occupy a central place in Kenyan media discourse, which may result from several factors.

First, bilateral relations between Poland and Kenya, while present, are not among the key topics dominating the media space, which is more focused on local events and cooperation with major regional and global partners. Second, Poland's visibility in Kenya may be constrained by the lack of regular and organized promotional activities that could build a more lasting presence in the local media.

The collected data suggest that existing mentions of Poland most often appear in the context of general information, such as sports events, education-related issues, or economic cooperation. However, it is worth noting that such content is often emotionally neutral and does not attract significant attention from audiences.

This situation presents both a challenge and a potential opportunity to increase Poland's visibility through more active public and media diplomacy efforts.

The low level of direct mentions of Poland highlights the need for a more strategic approach to building media narratives in Kenya. It is essential to use available platforms to promote Polish culture, science, economy, and sports in a more systematic and appealing way for local audiences. Additionally, investing in developing relationships with Kenyan journalists and editorial teams could help Poland appear more frequently in their coverage as a country offering interesting and valuable content.

Such actions could contribute to increasing awareness of Poland and strengthening its positive image in Kenya and, more broadly, in the East African region.

2

Information shaping Poland's image in Kenya is predominantly constructed through contextual placement of information about Poland (as detailed in sections 3 and 4 of the report)

Information shaping Poland's image in Kenya is largely presented contextually, as demonstrated in the analyses in sections 3 and 4 of the report.

Poland rarely appears as the main subject of media content, and references to the country are typically embedded within broader narratives related to international events, regional cooperation, or global challenges. Examples of such content include mentions of Poland in the context of international sports competitions, educational programs, or trade agreements.

The analysis indicates that Poland often features as one among many elements in larger narratives, such as economic cooperation with European countries or actions undertaken within international initiatives. These references typically supplement the main topics, limiting Poland's visibility as an independent media entity. Such content is generally neutral, providing basic information without emphasizing Poland's specific or unique characteristics.

Identified patterns highlight the significance of contextual narratives in shaping Poland's image in Kenya. The analysis showed that these narratives often pertain to international cooperation, such as academic exchange programs or events where Poland participates as one of many actors. This type of media presence indicates a low level of standalone narratives about Poland, which is evident in media coverage where Poland is portrayed as one of several participants in global actions or regional initiatives.

3

The largest number of mentions about Poland is related to sports and concerns the following areas: football; performances of Kenyan athletes/teams against Poland/Polish athletes in sports events; and the locations of sports events in Poland in which Kenyan athletes participated.

The largest number of mentions about Poland in the Kenyan media space concerns sports, as clearly indicated by the quantitative analyses conducted. These mentions cover several key areas. The first is football, where references mainly focus on Robert Lewandowski and, to a lesser extent, the Polish national team. Information about Robert Lewandowski primarily pertains to his performances for FC Barcelona, while in the Polish context, mentions are limited to his appearances for the national team, rarely linking his nationality to his current successes on the football field.

The second significant area is sports events where Kenyan athletes or teams competed against Polish representatives. Examples of such mentions include matches involving the Kenyan women's volleyball team during the Paris Olympic Games, where Poland was an opponent of the Kenyan team. These types of information highlight international sports rivalry, increasing the interest of local media.

The third category of mentions refers to the locations of sports events in Poland in which Kenyan athletes participated. Examples include information about international competitions held in Polish cities where Kenyan track and field athletes competed. Such mentions are informational and typically limited to basic facts, such as the location and results of the events.

The dominance of sports-related content in mentions of Poland underscores the particular role of sporting events in building Poland's visibility in Kenya. The analysis of this content revealed that sports constitute one of the main sources of media interest, attracting attention both due to international competition and the connections of Kenyan athletes with Poland. However, the nature of these mentions remains predominantly informational, without expanding into broader narratives about Poland.

4

There is very little information about Poland as a country or about social, political, or cultural events, and those that do appear often relate to a specific aspect of life and may be difficult to understand due to the lack of broader context in which they could be placed (this has been detailed in section 4 of the report)

Information about Poland as a country, as well as about social, political, or cultural events, is scarce in the Kenyan media space, which constitutes one of the key findings of this study. The analysis indicates that such content usually pertains to selected, specific aspects of social life or events in Poland. However, the lack of broader context makes these mentions difficult for local audiences to understand. This phenomenon is detailed in section 4 of the report, where the issue of fragmented narratives about Poland is highlighted.

Mentions of Poland in these areas often relate to isolated events, such as political decisions, cultural initiatives, or social activities. However, their disconnection from broader media narratives causes these pieces of information to remain detached from context, which may hinder Kenyan audiences from understanding their significance. For instance, mentions of cultural events may be presented as standalone facts without explaining their place in Polish social life or their connection to broader cultural or political processes.

Moreover, this type of content is usually limited to simple factual information, which influences its neutral nature and limited ability to engage audiences. The lack of context means that such mentions do not contribute to building a more comprehensive image of Poland in the Kenyan media environment, which has been identified as one of the key challenges in the study.

The content analysis emphasized the need to include elements in media narratives that would better contextualize mentions of Poland in a way understandable to Kenyan audiences. It was also identified that the limited number of such mentions could stem from a lack of regular communication efforts in these areas, resulting in Poland's low visibility as a country in social, political, or cultural contexts.



The sentiment of information relating to Poland is predominantly neutral. This applies to both the information disseminated through social media and the tone of articles published in the online editions of the analysed media

The analysis of the collected research material indicates that most mentions of Poland are factual in nature and focus on conveying basic information without explicit emotional connotations. Such content, regardless of the platform, rarely elicits strong reactions from audiences, which may reflect a low level of emotional engagement with information about Poland.

On social media, neutral sentiment mainly pertains to content related to sports events, economic cooperation, or educational initiatives. Examples of such information include reports on the results of international sports competitions, mentions of academic exchange programs, or announcements concerning trade agreements. Similarly, in the online editions of traditional media, the content is usually informational and concentrates on conveying facts such as the location of events, their participants, or competition results.

The dominance of neutral sentiment can be interpreted as a sign of limited emotional interest in content concerning Poland. The lack of distinctly positive or negative emotions suggests that this information neither provokes controversy nor generates enthusiasm, which simultaneously points to the potentially low impact of media narratives about Poland on local public opinion.

The neutral nature of the coverage represents both a challenge and a potential opportunity. On one hand, it reflects the absence of negative narratives that could weaken Poland's image in Kenya. On the other hand, it highlights a lack of content capable of generating greater interest or positive emotions among audiences. The analysis emphasizes that narratives about Poland remain largely unnoticed among other topics present in the Kenyan media discourse, both on social media and in online publications.



The main narrative axes (excluding sports-related information) concerning Poland, created through both directly related information and contextual mentions during the analyzed period, included:

a) War in Ukraine and Poland's role as a neighboring country. The narrative is predominantly neutral, though there are some negative materials mainly based on messages resembling Russian propaganda.

During the analysed period, these topics were a significant part of media coverage in Kenya, portraying Poland both in terms of its geographical location and its actions related to the humanitarian and political crisis in the region. These narratives were often embedded in a broader international context, presenting Poland as one of the key countries supporting Ukraine and welcoming war refugees. The analysis of the collected material indicates that the vast majority of content on this topic was neutral, focusing on factual

descriptions such as Poland's humanitarian aid efforts, reactions to events related to the armed conflict, or Poland's stance within international organizations. This tone was dominant in both social media and online editions of traditional media, indicating a lack of strong emotions accompanying these messages.

However, among the analysed content, there were also negatively toned materials, primarily stemming from propaganda-based narratives linked to Russian messaging. In these cases, Poland was critically portrayed, often as a country contributing to escalating international tensions or engaging in actions perceived negatively. Although these types of content constituted a minority of the total analysed material, they highlight the presence of disinformation narratives that could affect Poland's image in Kenya.

The identified narratives reveal a dual nature of information related to Poland in the context of the war in Ukraine. On one hand, Poland was presented as an engaged and active partner in humanitarian efforts, potentially building a positive image of the country. On the other hand, the presence of negative materials indicates a need for ongoing monitoring and analysis of the impact of disinformation on the local perception of Poland. These narratives demonstrate the complexity and multidimensionality of how Poland is represented in Kenyan media, especially regarding global events of significant political importance.

b) Poland's stance on migration (mainly in the context of illegal migration)

The analysis of the material shows a neutral tone in the coverage, presenting both the arguments of the Polish government and the positions of aid organizations operating in border areas. These narratives portrayed Poland as a country facing challenges related to illegal migration while presenting various perspectives on this issue. Media content included descriptions of Polish government actions such as strengthening borders, building protective infrastructure, or arguments about the necessity of securing the border against unauthorized crossings. This information was often presented in a broader European context, emphasizing Poland's importance as a state protecting the external borders of the European Union. These narratives were informational, focusing on the political and operational aspects of the actions without strong emotional overtones.

At the same time, the materials included references to the activities of humanitarian organizations highlighting issues related to assisting migrants and protecting their rights. These narratives presented the situation from a humanitarian perspective, emphasizing

the challenges of safeguarding the lives and health of people attempting to cross the border. The inclusion of both governmental and humanitarian perspectives indicates a balanced character of the coverage, enabling audiences to form their own opinions about the presented situation.

The neutral tone of migration-related narratives suggests that this topic did not evoke strong emotions in Kenyan media, which may result from the fact that migration issues in Poland are not directly connected to the situation in Kenya. The analysis indicates that these mentions were more relational, emphasizing Poland's actions in a European and global context without significantly embedding them in the local Kenyan context. Nevertheless, these narratives portray Poland as a country actively responding to contemporary migration challenges, which could be an important element in shaping its image in international media discourse.

c) Poland as an attractive country for legal employment

Poland was presented in Kenyan media as an appealing destination for legal employment, as evident in both social media and traditional news outlets. This information predominantly had a neutral or positive tone, highlighting employment opportunities Poland offers to international workers, including Kenyans. The mentions identified Poland as one of the countries with a stable job market alongside Australia, the United Arab Emirates, the United Kingdom, and Germany. The content mainly focused on practical aspects of employment, such as job availability, favorable working conditions, or opportunities to gain experience in an international environment. In some cases, the simplicity of work legalization procedures and Poland's cooperation with third countries to facilitate labor mobility were also emphasized. Although these narratives were less prevalent compared to other topics, they indicate a perception of Poland as a potential workplace for Kenyan citizens.

The neutral and positive tone of these mentions suggests an absence of negative associations with Poland's labor market. These pieces presented Poland as a country offering concrete opportunities that could attract individuals seeking work abroad. Simultaneously, these narratives were set in a global context, underscoring Poland's competitiveness as a labor market compared to other countries.

The analysis of these contents shows that the topic of working in Poland gained some visibility in the Kenyan media landscape. However, the nature of this information remains primarily informational and neutral, without stronger embedding in an emotional or

cultural context. This topic highlights the potential to develop narratives about Poland as a country offering career prospects, which may impact the perception of our country in Kenya over the long term.

d) Economic partnership

Narratives about the economic partnership between Poland and Kenya, present in the Kenyan media landscape, were mostly contextual and referred to existing trade links and new cooperation initiatives. Poland was identified as an important market for Kenyan black tea producers, emphasizing the significance of trade exchanges between the two countries in the agri-food sector. These mentions were often neutral in tone and framed within broader narratives about Kenya's economic relations with international partners.

A significant aspect of the economic narratives was reports about the signing of an agricultural agreement by the presidents of Poland and Kenya during President Andrzej Duda's visit to Kenya in early February 2024. These mentions highlighted the importance of cooperation in the agricultural sector, pointing to its potential in strengthening bilateral economic relations. Such information, presented in traditional and social media, maintained a neutral tone, focusing on factual aspects of the visit and the signed agreement.

The analysis of the material shows that these narratives were primarily informational, presenting Poland as one of Kenya's economic partners without delving into the historical or cultural context of the relationship between the countries. Particular emphasis was placed on the significance of cooperation in agriculture, aligning with Kenya's key economic priorities as one of the world's largest tea exporters.

The neutral nature of these mentions and their contextual tone point to the need for further development of economic narratives that could provide a more detailed picture of Poland's importance as a trade and investment partner. While economic partnership is present in the Kenyan media discourse, it remains largely limited to trade relations in the agricultural sector, which represents an important, yet narrow aspect of potential cooperation between the two countries.



The qualitative analysis captured disinformation efforts about Poland with a nature of Russian propaganda (most often through the use of direct references to Russian claims in the materials)

The qualitative analysis identified a small number of disinformation materials about Poland, characterized as Russian propaganda. These contents often directly referenced narratives promoted by the Russian side, indicating their clear alignment within the context of global informational rivalry. Although the number of such materials was limited, their potential impact on Poland's image in Kenya cannot be underestimated, especially when published by key media outlets. Among the analyzed materials, particular attention was drawn to two articles published on the online platform of the state broadcaster KBC, explicitly targeting Poland. These contents presented a one-sided, false narrative that could negatively influence Kenyan audiences' perception of Poland. The analysis indicates that these materials adhered to core elements of Russian propaganda, portraying Poland in a negative light and undermining its image as a credible international partner. Details of these contents were discussed in Section 4 of the report, where their content and potential mechanisms of influence were analyzed.

Additionally, the study identified several other contents where Poland appeared contextually, and their nature bore signs of Russian propaganda. These materials, while less direct, could also reinforce negative narratives about Poland by employing subtle information manipulation techniques. They were usually embedded within broader global narratives, suggesting intentional alignment with messaging promoted by the Russian side. These findings highlight the need for continued monitoring and analysis of disinformation content targeting Poland, especially those disseminated by key state media in Kenya. Although the number of such materials was limited, their presence underscores the risks associated with spreading false information and its potential impact on Poland's local perception. The identified cases constitute a significant component of research on Poland's image in the Kenyan media landscape, emphasizing the challenges of countering disinformation on an international level.

5.2. KEY CHALLENGES

Poland, as one of the European countries, does not hold as significant a point of reference from a Kenyan perspective as the United States or the United Kingdom, largely due to historical reasons. Interest in Poland is either incidental or occasional, such as in the case of the visit of the President of Poland.

Poland, as one of the European countries, does not occupy a key position in the Kenyan media discourse, which is a result of historical, cultural, and economic factors. From a Kenyan perspective, countries such as the United States or the United Kingdom play a much more significant role as points of reference, primarily due to historical colonial ties, long-standing diplomatic relations, and the prominent presence of these nations in local social and economic life. While Poland is perceived as part of the European Union, it remains relatively less known and present in the consciousness of Kenyan audiences.

An analysis of media content indicates that interest in Poland in Kenya is incidental and often linked to singular events, such as official visits by Polish government representatives, for instance, the visit of the President of Poland in February 2024. These types of events attract temporary media attention but do not lead to a lasting increase in Poland's visibility in the Kenyan media landscape. Mentions of Poland, therefore, are sporadic and often arise from an international context or collaboration in specific areas such as agriculture, sports, or education.

This situation places Poland in a challenging position, as the lack of natural or historical ties with Kenya necessitates more proactive efforts to build recognition and interest among Kenyan audiences. It also highlights the difficulties of competing with media narratives from countries more deeply rooted in the Kenyan market, such as the United Kingdom, whose relations with Kenya are deeply embedded in history, or the United States, which commands attention with its dominant position in global media and politics.

The identified pattern shows that for Poland to gain greater visibility and significance in the Kenyan media space, deliberate and strategic efforts are needed to craft narratives that emphasize unique aspects of cooperation and Poland's contributions to global initiatives. Without such efforts, interest in Poland will remain limited to isolated events, which will not have a lasting impact on building its image in Kenya.

There are evident activities resembling Russian propaganda that directly harm Poland's image. These activities are the main drivers of negative content about Poland and require ongoing monitoring and, when necessary, an appropriate response.

Qualitative analysis revealed the presence of disinformation activities characterized by Russian propaganda, which constitute the main source of negative content about Poland in the Kenyan media landscape. These materials often employ narratives aligned with Russian messaging, portraying Poland in a negative light, potentially distorting its image among local audiences. In particular, cases of direct attacks on Poland through one-sided and false information, such as publications on the state television KBC's online platform, were identified.

Russian propaganda manifests both in the form of direct materials targeting Poland and subtle attempts to manipulate international narratives, where Poland appears as a country engaged in negatively interpreted actions. Although relatively few, such contents have the potential to influence perceptions of Poland in Kenya, especially when disseminated by reputable or widely accessible media sources. This type of disinformation can foster a false image of Poland as a state acting against international or local interests, which could weaken bilateral relations over time.

The presence of such disinformation underscores the need for regular monitoring of the Kenyan media landscape to promptly identify and respond to emerging content targeting Poland. Effective monitoring enables not only countering negative narratives but also identifying their sources and mechanisms of dissemination. When disinformation begins to gain traction, appropriate corrective actions, such as publishing accurate information or collaborating with local media to promote an objective view of Poland, are crucial.

The prevalence of Russian propaganda as the primary source of negative content about Poland highlights the global nature of the information warfare and the importance of

having proper tools and strategies to protect a nation's image in the international media space. These actions are particularly vital in countering disinformation and building a lasting and positive image of Poland on the international stage, including in the East African region.

5.3. OPPORTUNITIES AND POTENTIAL

→ Potential Areas for Developing Cooperation and Promotion

The limited amount of information about Poland, which is primarily neutral in nature, represents significant potential for building a desirable image of Poland and providing information that aligns with the strategic needs and objectives of the Polish state.

A limited amount of information about Poland, mostly neutral in nature, represents a significant opportunity to build a desired image of our country in Kenya. The neutral tone of prevailing media narratives creates favorable conditions for introducing content that effectively promotes key aspects of Poland's international activities while minimizing the risk of confrontation with existing negative narratives. This situation allows for more deliberate and strategic shaping of media messages that support Polish interests in the context of cooperation with Kenya.

The neutral nature of the coverage provides an opportunity to introduce narratives focusing on Poland's positive aspects, such as promoting legal employment, economic cooperation, and educational initiatives. In particular, narratives about legal employment may resonate with Kenyan audiences, as Poland, alongside countries like Germany and the United Kingdom, is mentioned as an attractive job market. Well-constructed content can not only enhance Poland's visibility but also promote our country as a reliable and open partner in the field of labor mobility.

Similarly, Poland's actions in countering illegal migration, especially related to the Belarusian border, can be presented as an example of responsible management of migration issues. References to these activities can highlight Poland's role as a country protecting the external borders of the European Union, aligning with the global discourse on migration management and border security. Such narratives may interest Kenyan media, particularly in the context of global migration challenges.

The limited presence of information about Poland in Kenyan media creates space for consciously introducing new narratives that emphasize unique aspects of our country. The ability to provide content from the perspective of the Polish state, such as issues related to work,

education, or economic cooperation, offers a chance to increase Poland's visibility and strengthen its positive image in Kenya. In this context, it is crucial to maintain regular promotional activities and provide content that is attractive to Kenyan audiences, addresses their needs and interests, and supports Poland's strategic objectives in the East African region.

Great potential for building positive narratives based on content from the pop-cultural dimension of Poland's activities

References to Robert Lewandowski and, to a lesser extent, "The Witcher" and other elements of Polish pop culture appearing in Kenyan media present significant potential for building positive narratives about Poland. Robert Lewandowski's popularity as one of the world's most recognizable football players and the global success of "The Witcher" as a literary, film, and gaming brand ensure Poland's presence in the international cultural discourse, albeit often unconsciously recognized by audiences. Analysis indicates that these references are rarely directly associated with Poland as a country, leaving room to better harness their potential in shaping Poland's desired image.

Robert Lewandowski is frequently mentioned in the context of international football competitions. Although occasionally referred to as a "Polish footballer," narratives rarely delve into his background or connection to Poland. Similarly, "The Witcher" appears as a part of global pop culture, primarily through popular Netflix adaptations and video games, but little attention is given to its Polish literary origins or Andrzej Sapkowski's work, which forms the foundation of the brand's success.

However, Poland's pop-cultural potential extends beyond these two prominent examples. Contemporary Polish culture, such as cinema, music, and other creative content, can also attract international audiences, including Kenyan ones. Mentions of Polish achievements in the video game industry or at film festivals are virtually absent, and their inclusion could spark increased interest in more diverse aspects of Polish pop culture.

The analysis reveals that the pop-cultural dimension of Poland's activities remains underutilized as a tool for building positive narratives in Kenyan media. Promoting Polish figures, brands, and cultural content in ways that directly link them to Poland could significantly enhance the country's visibility and spark greater interest among local audiences. Recognizing the global significance of Polish pop culture, as well as its potential impact on Poland's perception in Kenya, creates opportunities for strategic initiatives in public and cultural diplomacy. Such efforts could not only strengthen Poland's positive image but also foster relationships based on shared interests and cultural exchange.

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RECOMMENDATIONS

The conducted research on Poland's image in the Kenyan media landscape provided valuable insights into how our country is perceived in this East African region. The quantitative and qualitative analysis, based on analytical tools and collaboration with Kenyan consultants, enabled the identification of key media narratives, their tone, and significance for shaping Poland's international image. It encompassed content published on social media and in online editions of traditional media. The report's findings highlight both opportunities that Poland can leverage to build relationships with Kenyans and challenges related to our country's presence in the local media discourse.

It is important to emphasize, however, that the scope of the research was limited, covering only the content that, through the applied algorithms and collaboration with local partners, was identified and analyzed. Consequently, there is an awareness that the obtained picture may be incomplete and that other relevant content may exist within Kenya's media space, which was not included in the analysis but could provide additional insights from a strategic perspective. These limitations arise from both the technical capabilities of monitoring tools and the specific nature of Kenya's media market, which combines traditional communication channels with rapidly developing digital media.

The recommendations stemming from the research should take into account the findings as well as the potential for further exploration of Kenya's media space. The identified opportunities and challenges serve as a starting point for devising initiatives to support the Polish Ministry of Foreign Affairs in enhancing Poland's positive image and strengthening relations with Kenya. Particular emphasis should be placed on strategically shaping narratives that highlight Poland's contributions in areas of international cooperation such as education, economy, culture, and countering disinformation.

Moreover, it is crucial that the actions recommended in the report consider the specific characteristics of the Kenyan media market. Kenya's media landscape is marked by the significant role of radio and television, as well as the growing importance of social media, which is becoming a primary information source for younger audiences. This media structure requires adapting messaging to diverse communication channels to effectively reach a broad audience. Such efforts should also account for the local cultural, linguistic, and social context to enhance their effectiveness and authenticity. Initiatives should focus on developing existing narratives, such as promoting legal work opportunities in Poland, economic cooperation, or sports achievements, while also creating new content that can capture the attention of Kenyan audiences. Addressing identified disinformation activities should also form an essential part of the strategy, as such actions—albeit relatively few—could negatively affect Poland's image.

Thus, the prepared recommendations are not only the outcome of the conducted analysis but also an indication of areas requiring further exploration and action. Their aim is not only to strengthen Poland's positive image in Kenya but also to establish a solid foundation for cooperation that benefits both parties in the long term.

Continuous Monitoring of Kenyan Media for Information About Poland

Continuous monitoring of Kenyan media is a key element in building and maintaining a positive image of Poland in Kenya, as well as in countering potential threats related to disinformation. Regular and systematic tracking of media content will allow for the timely identification of narratives that promote Poland as well as content that could negatively impact its perception. This monitoring should encompass a broad spectrum of media, including radio, television, press, online platforms, and social media, which play an increasingly important role in shaping public opinion in Kenya.

The analysis conducted as part of the report showed that although the number of direct mentions of Poland is limited, their significance in shaping the country's image cannot be overlooked. Regular monitoring will provide a better understanding of media trends, the identification of key narratives, and an assessment of the sentiment surrounding information about Poland. This will make it possible to promptly respond to emerging challenges, such as disinformation, and to seize opportunities for promoting Poland in Kenya. Moreover, the monitoring should take into account the specificity of the Kenyan media market, including the importance of local languages and dominant media formats. Radio

and television remain the main sources of information in Kenya, especially in rural areas, while social media are increasingly popular in urban areas and among younger audiences. Including these channels in systematic monitoring will ensure a more comprehensive view of Poland's presence in the Kenyan media landscape.

It is also recommended to use advanced analytical tools (e.g., those employed in this project's research) or local media monitoring systems to effectively collect data and identify key trends. Maintaining cooperation with Kenyan partners who can provide valuable insights into the specifics of local media and help interpret content in cultural and social contexts is also advisable. Continuous monitoring of Kenyan media should be carried out systematically and over the long term to enable an ongoing evaluation of the effectiveness of Poland's promotional efforts and swift responses to changing media conditions. Such activities not only support the building of a positive image of Poland but also lay the foundation for strategic planning in public diplomacy and international communication efforts.

Expansion of continuous monitoring in the East African region

Kenya, although pivotal due to its role as a regional media and economic hub, is not the only country where narratives about Poland can influence perceptions of our country in East Africa. Countries such as Tanzania, Uganda, Rwanda, and Ethiopia also play significant roles in shaping public opinion in the region, and their media landscapes can provide valuable insights into narratives about Poland.

Extending monitoring across the region would allow for the identification of differences and similarities in how Poland is portrayed in individual countries, as well as an understanding of specific challenges and opportunities related to local media markets. Each country in the region has a unique media landscape, a different demographic structure of its audience, and varying priorities in terms of international relations. Broader monitoring could thus provide more diverse data, serving as a foundation for more tailored public diplomacy strategies.

Continuous regional monitoring would also better identify potential threats, such as cross-border disinformation narratives. Examples of Russian propaganda targeting Poland highlight how such content can spread across different media markets, affecting the broader perception of our country in the region. Understanding how narratives about Poland are shaped and distributed across the region would allow for more effective responses to such threats.

It is recommended that monitoring include both traditional media such as radio and television and increasingly popular social media platforms. Leveraging partnerships with local experts and organizations with in-depth knowledge of media specifics in individual countries would enhance the efficiency of these efforts. Including them in the monitoring process could provide a better understanding of local conditions. Continuous monitoring in East Africa would not only offer a deeper understanding of media narratives about Poland but also help identify potential areas for collaboration and promotion, strengthening Poland's positive image across the region. Such actions are essential for a long-term strategy to establish Poland's presence in the rapidly developing East African markets.

Proactive measures in response to disinformation

It is recommended to undertake active and systematic measures to counter instances of disinformation or media contexts that could negatively impact Poland's image in Kenya and the broader East African region. The analysis conducted for this report shows that while such content was limited, its presence in the media space—such as in materials published by key broadcasters like KBC television—could undermine Poland's credibility and reputation in the region.

Disinformation activities, particularly those inspired by Russian propaganda narratives, require swift and precise responses. In cases of false or biased information about Poland, tools that enable corrections or contextual additions should be applied. Building relationships with local editorial teams and journalists is crucial, as these can assist in correcting disinformation and promoting an objective and positive image of Poland. Additionally, strategic communication actions on social media should be considered, enabling direct delivery of accurate information to audiences. Social media is particularly important for younger demographics, who often rely on these platforms as their primary source of information. Publishing explanatory content, infographics, or video materials in response to disinformation narratives could increase the reach and effectiveness of the message.

Such efforts should also include monitoring and analyzing the sources of disinformation to better understand their mechanisms and anticipate potential threats. Collaboration with local partners, including media experts and organizations focusing on countering disinformation, can provide valuable insights and tools for more effective management of such situations.

Proactive measures to address disinformation should be part of a broader strategy of building narratives about Poland that not only correct false information but also promote positive content related to our country. This dual approach can mitigate the negative effects of disinformation while fostering a durable and positive image of Poland in the region. These actions should be consistent, systematic, and based on precise data analysis to effectively manage Poland's reputation in the dynamic East African media market.

Analysis of the Impact on Narratives About Poland Following the Visit of Kenyan Journalists to Poland and Comprehensive Monitoring During the Second Stage of the Project Related to the Preparation of Information About Poland in Kenyan Media

It is recommended to conduct an in-depth analysis of the impact of the visit of Kenyan journalists to Poland on media narratives about our country and to carry out comprehensive monitoring during the second stage of the project, which will involve preparing and distributing information about Poland in Kenyan media. These two interconnected activities constitute a key element of the strategy aimed at strengthening Poland's positive image and fostering cooperation with Kenyan media.

The visit of Kenyan journalists to Poland holds significant potential to create more authentic and engaging narratives about our country. Journalists, having the opportunity to directly experience Polish culture, sports, science, and history, can convey these experiences to their audiences in a more personal and engaging manner. The analysis of the visit's impact should include an evaluation of the nature of publications created after the journalists return to Kenya, as well as their sentiment and reach. Particular attention should be paid to whether the visit contributed to an increase in the volume of content about Poland and a rise in the number of positive narratives in Kenyan media.

Simultaneously, it is crucial to conduct comprehensive media monitoring during the implementation of the second stage of the project, which will focus on delivering information about Poland to Kenyan media. This monitoring will enable ongoing evaluation of the effectiveness of promotional activities, such as the publication of press materials, collaboration with Kenyan editorial offices, or the organization of media events in Poland and Kenya. Monitoring should encompass both traditional media content and social media activity, which plays an increasingly significant role in shaping public opinion in Kenya.

A thorough analysis of the journalists' visit and the effectiveness of promotional activities will provide insights into the success of communication strategies and allow for adjustments to future actions to meet the local needs and expectations of the Kenyan public. Additionally, it is worth considering the possibility of continued collaboration with the participants of the visit through joint media projects or workshops that would foster greater interest in Poland among Kenyan journalists.

Implementing these actions will not only facilitate the more effective promotion of Poland in Kenya but also lay the groundwork for long-term cooperation with Kenyan media, based on mutual understanding and trust. This will enable the achievement of lasting results in building Poland's positive image in the East African region.

Building Contextual Connections Between Global Polish Brands Present in Kenyan Media and Poland

It is recommended to undertake efforts to build explicit contextual connections between global Polish brands, such as Robert Lewandowski or “The Witcher,” and Poland in the Kenyan media landscape. The analysis conducted as part of this report indicates that while these brands enjoy significant recognition, they are often perceived independently of their Polish origin. The lack of this context limits the potential of these brands to promote Poland's image in Kenya and the East African region.

Robert Lewandowski, as one of the most recognizable figures in the global sports scene, regularly appears in Kenyan media in the context of football. However, mentions of him, although occasionally referring to him as a “Polish footballer,” rarely expand on his connections to Poland. Similarly, “The Witcher,” as a literary, gaming, and cinematic brand, has achieved global success, but its Polish literary roots are virtually unknown in the Kenyan media landscape. Such cases highlight the absence of narratives emphasizing these brands' connections to Poland, representing a significant gap in the effort to build a positive image of our country.

To effectively leverage the potential of these brands, it is essential to implement promotional activities that emphasize their Polish origins and place them within a broader cultural and social context of Poland. For example, content about Robert Lewandowski could include references to Poland's sports traditions, such as successes in football or volleyball, showcasing Poland as a country with a rich sports culture. In the case of “The

Witcher,” narratives could highlight the brand’s origins in Polish literature and its representation of Polish creativity’s success in the entertainment industry.

These activities should be carried out in close collaboration with Kenyan media to ensure the messaging is locally relevant and appealing to audiences. It is also advisable to utilize social media for a more interactive form of communication and to organize events promoting Polish brands, such as film screenings, sports events, or cultural workshops. Visual materials, such as short videos or infographics, could also help build contextual connections in an attractive and accessible way.

Building such contextual connections can significantly increase Poland’s visibility in Kenyan media and strengthen its positive image. The global success of Polish brands like Lewandowski or “The Witcher” presents a unique opportunity to attract international audiences’ attention while showcasing Poland as a dynamic, creative country achieving success on the global stage. With a strategic approach, these brands can be effectively used to promote Poland in Kenya and throughout the East African region.

Implementation of Educational Campaigns in the Media Space About Poland in Kenya

It is recommended to organize dedicated educational and media campaigns aimed at increasing knowledge about Poland in the Kenyan media space and building a more diverse and positive image of our country. The analysis of the report revealed that information about Poland in Kenya is limited and often incidental, representing an untapped potential for promoting Polish achievements and opportunities for international cooperation.

Educational and media campaigns should target various audience groups, including youth, students, entrepreneurs, and the general public. The main content of the campaigns can include showcasing Polish culture, science, economy, and cooperation with Kenya. Special emphasis should be placed on elements that are attractive and engaging for Kenyan audiences, such as the successes of Polish universities, technological innovations, or joint initiatives in education and development.

Campaign activities should involve collaboration with local media to publish articles and reports about Poland, organizing study visits for Kenyan journalists, and creating content aimed at younger audiences on social media. Important elements of the campaigns could

also include cultural and educational events, such as Polish cultural days, film screenings, or workshops promoting Polish technologies and innovations.

It is also recommended to prepare educational materials in local languages, such as Swahili, to reach a broader audience. Involving Kenyan educational and cultural institutions in these activities can further enhance their effectiveness and authenticity. Educational and media campaigns have the potential to significantly increase Poland's visibility in Kenya and strengthen its positive image as an innovative country open to cooperation with a rich cultural heritage. Their regular implementation can also counterbalance negative narratives, reinforcing positive associations with Poland in the East African region.

Enhancing Engagement on Social Media

It is recommended to intensify activities on social media platforms, which are a crucial communication tool in Kenya, particularly among younger audiences. Digital platforms play a significant role in shaping public opinion, and their growing popularity in Kenya makes them an indispensable part of Poland's promotional strategy in the region. The analysis of the report showed that Poland is currently not sufficiently visible in the Kenyan social media space, with mentions often being neutral or incidental in nature. However, there is significant potential to leverage these platforms to promote positive narratives about Poland.

Social media activities should focus on creating content that appeals to local audiences. Poland should be presented as an innovative country open to collaboration and offering exciting opportunities in areas such as education, culture, technology, and economic cooperation. It is crucial that the content published is tailored to local specifics, both linguistically and thematically. Using Swahili alongside English can increase accessibility and authenticity, helping to build a lasting relationship with the audience.

At the same time, efforts should be made to increase interaction with audiences to create a more engaged and dynamic image of Poland. Regular posts should be complemented by dialogue with users, responding to questions and comments, and organizing online events, such as live broadcasts of significant events. An essential element of the activities could also be collaboration with Kenyan journalists, who can naturally promote Poland in the local context through their content, reaching a wide social media audience.

Enhancing engagement on social media will enable more effective outreach to Kenyan audiences while strengthening positive associations with Poland. A consistent presence

on these platforms will allow for building relationships based on dialogue and trust, potentially leading to greater interest in Poland as a country with a rich cultural heritage and a modern approach to global challenges. Such activities can become the foundation of Poland's long-term communication strategy in Kenya, while also addressing the needs of a younger and more dynamic audience.



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