

A review

of the article: Ethnic Polarization in Kenya: Media Framing in Political Interviews

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Assessment of selected essential parameters of the article:

1.	Does the title of the article correspond to its content?	corresponds / does not correspond
2.	Compliance of article format with formal requirements (abstract, keywords, length, references).	complies / does not comply
3.	Keyword selection	corresponds / does not correspond
4.	Does the abstract correspond to the article content?	corresponds / does not correspond
5.	Relevance	high / sufficient / insufficient
6.	Originality	high / sufficient / insufficient
7.	Logic and correlation of sections	high / sufficient / insufficient
8.	Findings and conclusions	sufficient / insufficient
9.	Quality of expression (language, style)	high / sufficient / insufficient
10.	Quantity of language examples or evidentiary support	high / sufficient / insufficient
11.	Theoretical relevance (if applicable)	high / sufficient / insufficient
12.	Correspondence of the References to the content	corresponds / does not correspond

Comments and recommendations of the reviewer:

The problems of mass media manipulation techniques aimed at describing the mechanism of verbal identification of the ethnicity aspects of electoral activities in the terms of interview are considered in the article titled "Ethnic Polarization in Kenya: Media Framing in Political Interviews". Actually the authors are focusing their attention upon the verbal tools providing the adequate interpretation of both topical events carefully selected by the media personnel and an emotive impact on public appointments which are of particular importance in the periods surrounding General Elections in Kenya. The research project under consideration is based on the period before and after the 2013 General Elections of Kenya and embraces a wide range of opinions and speculations about the conflict situations caused by disunity of political figures. Media images and construction of realities in

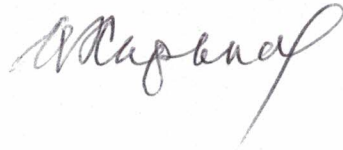
the contexts of fractured ethnic paradigm in Kenya are described to demonstrate the nature, sources and effects of news framing for establishing communication balance during the elections.

The results obtained by the authors are convincing enough to be applied for the authentic interpretation of effective communication tools in the periods of political tension and challenge. Due to both plain and reasonable research scheme aimed at revealing the most effective language interactive instruments within modern mass media communication areas the present article may be recommended for publication.

Recommendation:

for unconditional publication / for publication with discussion notes /
for publication after revision / for unconditional refusal of publication.

Signature of the reviewer

A handwritten signature in black ink, appearing to read 'M. K. Mwangi', written in a cursive style.

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