

Abstract

Globally the print media has made strides in publishing content that is appealing to readers. The Kenyan mainstream newspapers have established colourful and sensational pullouts to attract youthful audience. Among the most popular free pullout entertainment magazines is the 'Pulse' which is accessed by the youth in secondary schools and may have a behavioural impact on them. This paper analysed the frequency of content with elements of negative behaviour published in the Pulse that would likely motivate secondary school students to engage in practices such as sexual activities, alcohol consumption and night partying which may lead to teenage pregnancies, sexually transmitted diseases, school dropouts, prostitution and drug abuse. A sample size of 46 magazines were purposively drawn from a study population of 52 weekly Pulse magazines running from January to December 2018. The revelation that the magazine published a high frequency of content with elements of negative behaviour was of concern due to the likelihood that the youth would engage in risky behaviour if given a chance leading to outcomes detrimental to their health and academic performance. The study will assist education policy makers, the media, and academicians in establishing ethical policies during the development of print media content.