

THE ROLE OF THE MEDIA IN THE DEVELOPMENT OF THE KIKUYU.

CASE STUDY: CENTRAL PROVINCE OF KENYA KIRINYAGA DISTRICT.

RESEARCH PAPER SUBMITTED FOR PARTIAL FULFILMENT OF
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DEDICATION

To my loving parents Mr. and Mrs. Muthee, for the financial and moral support and the constant guidance in making me pursue my dreams.

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Thanks also go to John Paul Ndiso my classmate for the selfless help he gave me.

DECLARATION

I declare that this academic work is my original work and has not been submitted to any other institute before. All the work contained in is my own, unless otherwise stated.

Sign... 

KEVIN GICHODHI

Date... 23RD APRIL 2006

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CHAPTER ONE

1.0 INTRODUCTION

This section sets out the statement of the problem that forms the basis of this research study. It also focuses on the research proposal on which the project is based and consists of the following areas; background of the study the problem, objectives of the study and the rationale or significance of the study and why its worth doing it. The methodology adopted for the study, the problems and limitations that were faced during the course of carrying out the research.

1.1 BACKGROUND OF THE STUDY

In the Kikuyu community which is centrally placed in central Kenya media has played a big role through history, deo-graphics culture politics and economies, but with development comes with many other things such as destruction of culture, loss of history through secularization. In our own generation there has been a dramatic tightening of in interest in this world of communication. The development of powerful new means of communication has coincided historically, with the extension of democracy and with attempts by many kinds of ruling groups to control and manage democracy. The development has also coincided with important changes in the nature of work in education, which has given many people new kinds of social opportunity. There has been expansion in the scale of ordinary society both through

the new communication systems and through the growth of many kinds of large-scale organization as an example. Acting together these developments have created social problems which seem to be of a new kind of example many kikuyu people are organized in mass political organization that aim at developing the kikuyu community which is heavily located in the central part of Kenya these people have built political affiliation largely based on the role played by mass media and thus creating social problems such as crime, injustices, and corruption.

The growth of interest in communications is an important response to this new situation. It came really as a break through in experience, cutting across the usual categories. Already some of our basic ideas of society are changed by this new emphasis. From one familiar approach, through traditional politics, we have seen the central concerns of society as power and government from another familiar approach through traditional politics we have seen the central concerns of society as property, production and trade. These approaches remain important but they are now joined by a new emphasis that society has changed through communications through which experiences are described shared and modified. We are used to descriptions of our whole common life in political and economic terms. The emphasis on communication asserts as a matter of experience that people and society are not confined to relationships of power, property and production. The relationship in describing learning persuading and exchanging experiences are seen as fundamentals in the changed communities. In the economic sense the media has played a very big role in economic development for example its through the media and specifically television and special interest magazines in agriculture that the Kikuyu community

have made giant leaps in the development of the agricultural sector. Through the media farmers are shown better farming methods that could increase their yield, better ways to combat plant diseases and the areas where they can get help for their farming problems. European markets have also been opened to the farmers through the media they can setup trading agreement with the buyers themselves thus rendering the middlemen who are the virus of the agricultural sector useless.

This emphasis is exceptionally important in the long crisis of the twentieth century society. Many people starting from older versions of society have seen growth of modern communications not as an expansion of men's powers to learn and to exchange ideas and experiences, but as a new method of communication have been abused for political control (propaganda) or for commercial profit (as in advertising).

We can protest such uses but unless we have a clear alternative version of human society we are not likely to make our protests effective. In my own view we have been wrong in taking communication as secondary. Many people seem to assume that there is first reality then second communication about it. Our commonest economic error is the assumption that production and trade are our practical activities and that they require no other human justification or scrutiny. We need to say what many of us know in experience, that the life of man and the business of society cannot be confined to these ends that the struggle to learn to describe to understand to educate is a central and necessary part of our humanity.

Media has played a big role in culture. Culture is described as or a learned behavior of members of a given social group. Many writers and thinkers have offered expansions to this definition such as; culture is learning socially acquired traditions

and lifestyles of the members of a society including the patterned repetitive way of thinking, feeling and acting. Virtually all definitions of culture recognize that culture is learned. Creation and maintenance of more or less common culture occurs through communication, mass media, when we talk to our friends, parents, raise children, when religious leaders instruct followers etc. Thus the Kikuyu culture has been adversely affected by the media and thus their culture is dying out this through magazines, newspapers, radio and especially television the culture that are being eroded include traditions that have been there for decades, mother tongues. Culture helps us to create meaningful decisions such as lessons on pre-marital affairs, throughout our lifetime we know what culture expects of us. The geographies of central haven't changed much as though because the geographical boundaries that are currently on the Kenyan maps were drafted by the colonialists have changed hardly through the time of independence upped the current date. Through all these aspects history of the Kikuyu culture is one that has been adversely affected because currently most of the youth and the young hardly know how they came to be, from which part of the African continent they came from or through traditional myths that children once were being told how they came to be they are no longer told this because of the adverse effect of the media on the community in the 21st century. I believe that although the media has brought positive things to the Kikuyu culture, it also has brought about many negative things that should be addressed.

1.2 RESEARCH PROBLEM

The research problem in this case is that we want to investigate in depth the impact of the media on the Kikuyu community. For example, culturally the media has brought into decay the outstanding traditions that had upheld the Kikuyu culture for many decades. In the traditional Kikuyu customs pre-marital affairs was unheard of because of the culture that had been put in place to discourage it. The media through the television for example came in and started showing to the current Kikuyu youth that having pre-marital affairs is okay and thus there many teenage mothers who can barely take care of themselves but now have the burden of raising their children and the spread of the killer virus HIV/AIDS.

Another example is the culture of respect for elders that was once a jewel in the community of Kikuyu has almost completely died out because the media has shown the Kikuyu community that respect for elders is not to be highly appreciated although necessary. The above are just a few of the examples of the problems that the investigation is about.

1.3 OBJECTIVES OF THE STUDY

1. To identify the major types of media used toward the development of the Kikuyu community
2. To identify the methods and techniques used and how media has played a major role in the development of the Kikuyu community.
3. To determine the relationship between media and the community and how it has played in the development of the Kikuyu community.
4. To recommend ways on how media will lead to the development of the Kikuyu community.
5. To identify which aspects of the Kikuyu culture have been mostly affected by the media either positively or negatively

1.4 SIGNIFICANCE OF THE STUDY

The study sets out to explore the impact that media has had on the Kikuyu community and to what extent it has changed the overall thinking and behavior of the Kikuyu.

The findings of this research will be significant to the opinion leaders of the Kikuyu community such as the religious leaders, community counselors, business people and the whole community as whole because they will be able to see how much the media affects them.

1.4.1 SCOPE

The research is to be carried out in Central province in Kenya in Kirinyaga district. The study is center of existing development activities and feature that have come about because of the role media has played in this region.

CHAPTER TWO

2.0 LITERATURE REVIEW

Development of the Kikuyu community has been tremendous. In Central Province many social amenities have been built people have learnt new cultures enlightenment to the people has been achieved and even in the current central province it has been included in the global village through the introduction of the Internet. But all these negative behaviors and attitudes have come across through the media by books, newspapers, magazines, films radio and television and lately through the internet.

BOOKS

They are agents of social and cultural change, from the need to generate mass circulation for advertisers; offbeat, controversial even revolutionary ideas can reach the public. For example novels which the Kikuyu community inhabitants read show them how developed other countries are in distant lands, high rise buildings, fast moving vehicles and cars, space shuttles, all these show to the reader how far behind that they really are and with that they try and start up their engines to try and catch up with the developed nations. Several universities have been setup in the central province because the current young Kikuyu generation believes through education and books they will essentially become empowered to develop the areas and at whole their country,

The downside to all this is that the, Kikuyu have almost completely lost their way of traditional learning through acquiring practical “bush skills” to become for example medicine men, hunters etc. They have almost lost the ability to read and write through their mother tongues.

Books are also an important repository, books are able to tell the reader about distant lands that they have never been to, learn how to treat disease simply by looking through the pages of a book, this has led to development because people can now do many things just by reading books on different things such as construction, engineering, medicine and many other things.

Books are important sources of personal development the obvious forms are the self-help and personal improvement volumes. But books also speak to us more individually than advertiser supported media because of their small focused target markets for example a magazine in Kenya called Parents Magazine, which is mainly published for women, it enable women to develop mentally and socially they are able to understand that they are not the only ones suffering from a certain problem but women from their society are also suffering from the same problem for example women battery.

Books are wonderful sources of entertainment and escape many books written by Kikuyu authors such as Ngugi Wa Thiongo, *The River Between*, entertain many people as opposed to the traditional way of entertainment through song and dance or sport hunting etc.

Books are mirrors of culture. Books along with other mass media reflect to the people and in this case the Kikuyu community about other cultures for example many books on the market right now are American or European oriented, Kikuyu's tend to adopt these cultures such as the modes of dressing as depicted in the novels and try to adopt them as their own leaving their own cultures.

Newspapers are a major source of information that has led to the development in the Kikuyu community. "The Daily Nation", "The Standard", "East African Standard", "The Times" are just a few of the newspapers that are in circulation in the Central Province. Newspapers cover a variety of sectors in the for example in Politics, Economics, Social arenas, sports, relationships, cultures etc

Most newspapers carry news on politics many people are developed politically, their minds are open to new political ideologies of many they outside countries and nations that appeal to them and thus a country can develop into a more accommodating place where justice prevails. This is an advantage from the dictatorship sort of rule from the traditional setting where one man the eldest use to have the controlling opinion on all Political decisions concerning a community without regard to other to other people's opinions and thus some groups of people felt oppressed due to this kind of rule. For example on the normal Kikuyu setting the women never had a say in any matter in the Community upto the family level where the man was the head of the household but due

to their Political awakening of the outside world the, Central Province in Kenya has produced Members of parliament and even Presidential candidates.

The old traditional sort of dictatorship rule kept in place law and order in the Kikuyu community and any disobedience would not be tolerated. Media destroyed this because it opened up the eyes of the Kikuyu people and it led to development of various political parties in the late seventies.

Economics is also upheld in newspapers for example in the Daily Nation Newspaper there are sections in it that are set apart for various Economic dealings information such as in the stock market reports, bonds and stocks dealings, prices of food stuffs, exchange rates for different currencies all these have helped the Kikuyu community for example trading centers have been built for exchange of agricultural products, stock exchange centers have been built for traders who want to trade and thus the Kikuyu way of life will eventually give way to modern economies taking place.

Social activities such as sports which are written on the newspapers have totally change the Kikuyu aspect of looking at sport the current Kikuyu youth only know of Manchester United football and grand prix racing they have forgotten all about their own way of sport such as their own traditional way in which they would be hunting, rock climbing etc All these have been brought about by the advent of newspapers in the Kikuyu community. Cultures of the Kikuyu community is dying away slowly because of the media portrayed in the newspapers which creates a false impression that the Kikuyu is sub-standard and this forces the Kikuyu community members to adopt some of these new things for example Kikuyu female youth are now smoking because its portrayed as socially acceptable in the papers or having dreadlocks in which, initially dreadlocks were for the men in the society and smoking was restricted to the elders of the clans. This is as a result of the media.

MAGAZINES

This is another major area or source of information that has led to development in the Kikuyu community for example advertising, advertisers who advertise goods and services help the Kikuyu community to develop drastically for example a farmer who is also an entrepreneur who has shops for sale of his goods will advertise the sale of his

products, buy more and sell and he gains capital in which he re-invests into his business which ground he employs more people thus development comes about.

Advertising although very important it has come along with bad messages which promote sex before marriage, encourages consumption of drugs and alcohol which lead to the spread of AIDS.

FILMS

Movies are currently the most probably favored by the current Kikuyu community because the picture show things that excite people such as romantic movies for the girls women, war movies for men and boys all these media outlets can either bring in at the end information that is beneficial to the community or negative information that is beneficial to the Kikuyu community or negative information which praises sex and death, they are non-developmental movies which lead to moral decay of the Kikuyu youth. For example Kikuyu due to some movies they watch they might do unusual things like changing hair colour pitting on earrings these are roles which are usually done by women but since in the actors are doing the same the youth also do the same.

TV AND RADIO

Television and radio are probably the two most effective media in development.

Television has an emotional strength over other forms of media because of its advantage because its video with all others is either print or audio. The Kikuyu community has developed immediately from this media because people see the outside world, all people change to what they see and hear on television. Although development on the human social level is immense a lot of cultural norms have been broken by this media source People have not learnt various cultures how to relate to people as shown on television screen, educative programs, entertaining programs are shown and this helps the people become endorsed to ideas of various areas. This type of development although advantageous comes at a price. Cultural decay, the Kikuyu culture has almost died out because everyone wants to do they see on television, the European or American way. For example modes of dressing have changed; ways of relating to elders that is with respect have died out because it's not portrayed on the television.

Television is also a gateway to social evils that inhibit development for example music videos that encourage the taking of alcohol and drugs which render the members of

society useless. Prostitution is shown as fashionable but it's an express way to infect the major area in the group that helps in development of the community with the deadly virus HIV.

The radio is also another major source of the media to the Kikuyu community. The members of the Kikuyu community are exposed and open to Music radio programs that help in development of their community. Programs, which explain to the farmers, better farming methods and ways to increase their yield. New farming techniques are also aired to help the farmers get the message and adopt these new methods.

The message is usually transmitted in a language that most people can understand. This brings about development in areas of capital accumulation invention of new machinery, specialization of skills because the farmers are able to concentrate on what they can produce most and in high quality.

Music is entertaining and provides message that enhance their religion is played and this brings about personal development

Radio although very important in development it has played a negative part in which the music played on air usually praise pre-marital affairs this brings about under development or hinders development because unwanted pregnancies are usually with children who are underage and cannot fully take care of the infants and thus have to drop out of school so that the expenses for catering for this child can be got from school fees, that would have been paid for these underage parents.

This hinders personal development for the underage parent because they lack education, which is the key to development in any community.

Radio also causes cultural decay because depiction of manners of talk, codes of dressing which are usually in the lyrics of the song are taken in the Kikuyu community and they let go to the traditional way in favor of the American or European ways.

INTERNET

It has been described as a network that connects computers all over the world. Each computer on the Internet is called a host computer. This technology has led the word to becoming a global village. That is you can talk to someone in America while you are in Kenya with just a push of the button;

This technological advancement has led to the development of Kikuyu community in such a high measure because they exchange ideas of development and understand each other's cultures. This has led to the understanding of people better in the economic, social, and even political arena.

This technological leap has come with its bad effects. The Internet is a viewing scope for all kinds of social norms. You can get pornographic material; you can buy drugs, order alcohol over the Internet this has led to social meltdown of the traditional Kikuyu customs because they have been presented with all this negative information.

The social structure is frail because of all the negative media material that is at the fingertips of the Kikuyu community members

The entire study of mass media is based on the assumption that the media have significant effect yet there is little agreement on the nature and extent of these assumed effects. This uncertainty is more surprising since everyday experiences provide countless, if minor examples of influence. We dress for the weather as forecasted buy something because of an advertisement, go to a film mentioned in the newspaper, react in countless ways, to media news, to films, to music on the radio and so on.

There many cases of reported cases of negative publicity concerning for instance food contamination, behavior sometimes with large economic impact. Acts of violence or suicide appear to be copied or stimulated by media portrayals. Much policy and regulation is directed at preventing the media from causing harm.

Minds of the Kikuyu are full of media derived information and impressions that aid in development processes or bring about negative behaviors in them.

We live in a world structured by media sound and images where politics government and business operate in assumption that we know what's going on in the wider world.

Few people cannot think of some personal instance, of gaining significant information or forming an opinion because of the media. Much money and effort is spent on directing media to achieve developmental effects.

Despite the uncertainties mentioned there seems to be sufficient pragmatic knowledge based on experience to enable the media and their clients to continue to behave, as they know how to achieve effect.

There are many theoretical reasons for this uncertainty and even common sense and practical knowledge waver when faced with questions of media effects in the contested area of moral opinion and deviant behavior which have attracted most public notice. On many such matters there can be no questions of the media being a primary cause and we have no real explanations of patterns of thought, culture, and behavior, which have deep social and historical roots.

The development of thinking about media effects may be said to have a natural history in the sense of it being strongly shaped by circumstances of time and place. It has also been influenced by several environmental factors including the interest of government and law makers in the Kikuyu community and the government of Kenya at large changing technology, the event of history, the activities of pressure groups has their roots in the media.

CHAPTER THREE

3.0 METHODOLOGY

INTRODUCTION

Here I came up with several methods on which relevant information was obtained about the subject matter of the research. The methods were based on the fact that the research wanted to obtain more precise and relevant material of facts that would help him adequately complete the research.

3.1 SAMPLE TECHNIQUE

In carrying out the research, sampling technique was used, such that it is confined to a sample of the population of the target group and conclusions to be drawn henceforth.

3.1.1 TARGET POPULATION

The current inhabitants of Kirinyaga district, within the age bracket of 16 to 45 years of age

3.1.2 RESEARCH DESIGN

My research was basically to look at the role of the media in influencing the various developmental values to the Kikuyu community. It's mainly inclined in the economic political, social arenas of the inhabitants Kirinyaga District.

My research design, going by the above consideration was through the results found in the field. I randomly chose interviewees whom seemed to be between the ages of 16 to 45 to whom I was to administer the interview guides and the questionnaires.

Through the results that I had collected from the interviewees, I would be able to see more clearly the subsequent implications the media had on the Kikuyu community.

3.1.3 SAMPLE SELECTON AND SAMPLE SIZE

I randomly choose the interviewees from the area of the study who seemed to be in the required category of 16 to 45.

I targeted high school going, University going students, and working individuals. I interviewed 50 people, so that I could get a wide number of varied answers for the research.

3.1.4 STUDY PROCEDURE

I first started with the high school interviewees, I went to the high school that I had randomly choose and with the permission of the school principal I proceeded to ask the students that I choose randomly, questions from the interview guide. I asked 16 students questions from the interview guide from which I would got immediate answers.

I then proceeded to their local university where, I asked 17 students questions from the interview guide.

Lastly I was left with the individuals who were working. I had to make appointments to be able to administer the interview guide but most of the interviewees were usually busy so I opted to use the questionnaires. I administered 15 questionnaires and 2 interview guides, which i would later go and collect from them.

3.2 DATA COLLECTION METHODS

The collection of data for the project was carried out using the following methods.

3.2.1 INTERVIEW SCHEDULES

The interview is to be collected in a specific planned data. The interviews are also to be used where the targeted people (respondents) are called by phone and asked questions or face to face question asking. The questions are brief and unto the point. From this interview schedules we would want to fully have proof of what the media has done to the Kikuyu community economically, culturally and socially and to what extent.

3.2.2 QUESTIONNAIRES

These are questions presented in a written form. They are for the purpose of interviewing individuals or rather distributed to various interviewees in this case any one in central province and mainly in Kirinyaga district in the age bracket of 16 to 45 years. They are usually drawn by an individual or interviewee in advance and presented to particular respondents concerned so that they may answer the questions provided in it.

3.3 DATA COLLECTION INSTRUMENTS

3.3.1 INTERVIEW GUIDE

This is a series of questions which are prepared and printed out and are used when performing direct or personal interviews. The answers are recorded in designated spaces on the form. The guide contains some instructions to the respondents, the questions are asked and they're provided spaces for recording the answers. The questions would be along the lines of what kind of media that their families are highly exposed to for example television, radio, print media such as magazines, newspapers etc Other questions would be at what stages in their children's lives are they allowed to what for example television without supervision

3.3.2 QUESTIONNAIRES

This is a form, which contains a list of questions meant to be filled by the interviews themselves. The questionnaires are designed carefully so as to invite cooperation of the respondents.

3.4 DATA COLLECTION PROCEDURE

The procedure was based on questionnaires, direct interviews and phone calls.

The questionnaires after being compiled and printed, they were posted or handed to respective targets. In the interview method the interviewees were interrogated in their places of work, in their homes, in schools, or in any place that the respondents could be easily accessed and the information was then received and then recorded. Telephone calls were also made to the respective people and are asked a series of questions and answers were given then recorded.

CHAPTER FOUR

4.0 ANALYSIS AND PRESENTATION OF DATA

This chapter is a representation of the findings from the field on the influences of the role of the media in the development of the kikuyu.

Researchers have argued a lot about the effect of media content on its audiences.

One school of thought was of the view that content does not equal effect because of the many ways in which messages can be interpreted and applied by the receiver.

This particular school of thought based their argument as the fact that some societal conditions and contexts encourage some effects and discourage other efforts. This approach introduced the concept of audience roles. This approach introduced the concept of audience roles. Research was carried out on the effect of messages on the audience. Investigators used this to explore the uses and gratifications involved in audience member's orientation to media communication.

The approach examined what people ought to get out of messages they monitor. As a result of that study some of its findings have recently been translated into notion of a number of alternative roles. These roles the audience may adopt when following civic affairs through the media. (Blumber 1973)

Audience roles that audiences adopt are partisan, the liberal citizen, monitoring and spectator. The partisan are the one who seek reinforcement of existing beliefs for example in Kirinyaga many people believe that that the people of the west are far superior than we are because of the their physical appearance their light skinned bodies lead us to believe that they are better than the rest of us thus through the media and the portrayal of they way their home countries are developed the great developments in technology, their well organized political organizations, and better social amenities than the rest of the African countries makes them appealing to the Kirinyagan people thus they tend to copy what is shown in the media.

In development it's positive because the westernized people show us the way through proper organization development would occur and all the people in the

community would prosper. Building plans and guides through the print media of the way people in the west build their houses construction plans and drawings also clearly displayed in print media. In the agricultural sector has greatly benefited from the media through print and electronic because now the farmers using the old farming techniques didn't get a lot of produce because they were faulty but since the media is now part and parcel of the Kirinyangan community the farmers have been exposed to better farming methods and now they are getting more from their farming activities.

The media has also exposed the farmers to a wider market for the products through the media particularly the internet. Farmers in Kirinyaga can now communicate with potential customers from their town to some one who is on the other side of the globe thus rendering the middlemen worthless thus their produce fetches more on the world market.

Liberal citizen this group of people seek guidance on many of the things in their daily lives this happens indirectly and this is the area in which the Kikuyu culture has been really because the core of the Kikuyu people is their traditions and this has been affected by the media negatively because the culture portrayed as acceptable by the media is the western culture this has left very little room for the Kikuyu traditions to blossom. for example in the media they show how the modern woman is supposed to dress they impose their cultures to the Kirinyagan folk and they accept it because it is what as portrayed as being the right culture. Women in Kirinyaga district had different dress modes from the traditional ages but since the media has been infused in the day today lives of the people they have taken change to the western cultures. Another example in tradition that has been influenced negatively is the area of behavior, song and dance relation of the youth to the older members of their society, language.

The youth of Kirinyaga behave as they see, hear and read on the media for example due to the influence of the media the youth seem to have a don't care attitude towards life and their elders they can go out to bars and binge drink because it is portrayed as except able to the media this is a change because in the traditional Kikuyu setting alcohol was only to be taken by the elders and not the youth because in most cases they would not have self restraint from the effects of the alcohol and this would lead to self indulging activities such as pre-marital sex. Also the media has allowed destruction

of the traditional song and dance that were highly appreciated in the kikuyu culture that used to pass important messages is now considered as sub-standard and backward and is not allowed in the new world thus the western music which hardly passes on any kind of helpful information bombards the Kenyan media, glorifying the traditional norms in the Kikuyu culture such as alcohol usage by minors, pre-marital affairs and has even exposed the Kikuyu community to even harder controlled substances such as cocaine, marijuana heroine through the music videos on television and the movies aired. A corner stone of the Kikuyu was the respect the youth showed their elders, now in the current age the respect is no more this is because the media has portrayed that it's okay for an older member of society to engage in a confrontation with a younger member of society, this was unheard of in the Kikuyu culture before the advent of the mass media community.

Language in the Kirinyaga community is slowly dying out because of the media Kikuyu is the main language of the Kikuyu people and because of the influence of the media. The media portrays English and other western type languages as the acceptable thus kikuyu language is left dying out because people perceive it as archaic the only people left fully talking this language are the old but the younger and middle aged people are heavily influenced by the media thus if this is to continue Kikuyu will completely die out

Monitoring of the audience of the media has led to the different development in the Kikuyu community for example in the political arena people rely on the media for the information on the political environment and the proper qualities of the political leaders. The media personalities know that attitudes of the people can be influenced by the media thus they know and can be able to predict their behavior. If people have a positive attitude towards a political party the chances are that they will vote for that party thus the media has played a gigantic role in the development of democracy in the Kenyan country and mainly in the Kirinyagan community because now through the media they are able to see the varied response off the other people in their constituency and they are able to choose the member of parliament to represent them.

In the areas of science and technology mainly the agricultural sectors because Kirinyaga is mainly agricultural the farmers are able to monitor developments in this sector and can make their farming better through advanced machineries that they

might have seen on media facilities such as the internet or better farming methods to improve on their yields.

Spectators, there is usually high excitement that comes with introduction to new things. This has been seen as a result of the media influence for example the introduction of the mobile phone has seen a craze for this gadget; this is mainly because of the media influence and its practicability. Many people in Kirinyaga district have opted to acquire this gadget so that they could stay in communication with the rest of the people. They have also been influenced by the media in the modes of dressing because the western types of dressing are different from ours people tend to experiment with the other dressing they see on the media thus due to great craftsmanship of the clothing people tend to discard their old clothes and adopt the western type clothes.

Through this we are able to see in what manners and categories the media has influenced the people of this district in question and it's clearly seen that indeed media has an effect on the community.

CHAPTER FIVE

DISCUSSION OF RESULTS AND SHORTCOMINGS OF THE RESEACH

5.0 INTRODUCTION

The media has been no doubt helpful to the Kikuyu community but still it has come with some of its negative influences from the new world. Its contribution to the development of the community has been enormous and positive; the print media have acted as a government watchdog it reporting meant to show any abnormalities in the system. The world wide communication has helped the people of this community to be all rounded and better informed in all areas of the modern life

5.1 CONCLUSION

The media acts like the guardian angel of the mass community shaping their views on various opinions such as political opinions, trade, cultures and traditions thus it helps us in the right direction to some extent. The media being helpful has also blinded us to the bigger picture of saving our roots and culture that are being destroyed through secularization or have been totally lost to us thus the people in the area in question should realize this before all is lost and start the new road to culture re-growth.

5.2 RECOMMENDATIONS

5.2.1 GOVERNMENT

Its known that the media thrives on the scandals that the government has and thus through this the government constantly tries to hide the truth thus this gives the

reporters the moral to try and uncover these scandals. The government should be aware that the media is very strong in influencing people and they should use this to their advantage without agitating the press. They should allow them access to whatever information that they would see fit to distribute to the people bearing in mind that it would only serve the purpose of making them popular with their countrymen. The government should open up public forums in which inhibited frank debates can be discussed at the national levels on the impacts of the mass media on the Kenyan community at large.

5.2.2 COMMUNITY

The community should support the media because they see its benefits to them as a whole but they should also be keen to the general effects it has on their culture and should work to curb this through proper education awareness.

5.2.3 MEDIA ORGANISATIONS

It's important that trained and qualified people are used to explain and interpret certain important information to the public and have them explain the information to the masses. The media personnel must know that they have a moral responsibility for positive and constructive programming either in print or electronic and thus it should air out programmes that influence the people positively in all areas that affect the people of a certain region. In political arenas the media should engage itself in easing the tension and conspiracy rather than creating anxieties.

5.3.4 SHORTCOMINGS OF THE RESEARCH

In the course of carrying out the study we came across various problems or barriers.

1. it's not possible to visit all of the respondents in Kirinyaga District due to limited time. Also some of the areas of that region are insecure thus information is basically from the district commissioner's office.

2. Financial problems, since the researcher has to be visiting the region each and every time so as to enhance the effectiveness of the research, other expenses include purchasing of stationary and other relevant materials which involves funds.

Appendix 1

Interview Guide

Dear Participant,

I am Muthee Kevin Gichohi offering a Bachelor's degree in Mass communication at Kampala International University. I am doing a research on The Role of the Media in the Development of the Kikuyu Community, a case of Central Province of Kenya, Kirinyaga District.

Do you mind if i ask you the following questions?

1. Please may i know your

Name.....

Age.....

Employment.....

Marital status.....

Academic level.....

Gender.....

2. What do you understand by the role of the media in development of the Kikuyu community?

.....

3. Do you read magazines?

Yes.....

No.....

Please mention two specific magazines

.....

4. Do you watch Television?

Yes.....

No.....

If Yes, how long per day.....

5. Please mention some programmes you like most

.....

6. What do you think is impact of the media both print and electronic in the Kikuyu Community?

.....

7. Do you listen to Radio?

Yes.....

No.....

If Yes, how long per day.....

8. Please, mention your favorite Television station and Radio station?

Why?

9. Do you understand the term liberalization?

.....

10. Do you think the liberalization of airwaves in Kenya, has helped bring about any Development in the Kikuyu community?

Yes.....

No.....

How?

11. To your knowledge, does liberalization of the media have any effects towards the traditional Kikuyu traditional values and culture?

.....

12. What are some constraints which hinder Kenyan media today in portraying the Kikuyu culture as acceptable in the modern Kikuyu community? Please explain

.....

13. Do you think, Kenyan media have any plans in the future under the liberalized? environment for the traditional Kikuyu culture and values?

.....

14. Comment on the opportunities that media have presented in developmental issues for Kirinyaga's District benefit?

.....

15. Do you think it is high-time to have 100% local programming?

Yes.....

No.....

Why?

16. How has the media influenced the development of Kirinyaga today?
please, comment?

.....

17. Is it necessary to regulate media?

Yes.....

No.....

If No or Yes; why.....

18. Any recommendations please.....

.....

.....

.....

.....

.....

Appendix 2

Questionnaire

Dear Respondent,

Thank you for taking time to share with us views that are intended to analyze the role of the media in the development of the Kikuyu community. This survey is a part of my research works for completion of my degree of Bachelor of Mass Communication of Kampala International University. Please answer the questions freely. Your contribution towards the achievement of this objective will be highly appreciated. All the information provided is strictly confidential and is exclusively used for this research only. The respondent will not be named in the research.

Thanks for your cooperation.

Muthee.G. Kevin

Signature.....

Name...

Gender...

Marital Status.....

Educational level.....

Nationality...

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QUESTIONNAIRE

**THE ROLE OF THE MEDIA IN DEVELOPMENT OF THE KIKUYU
COMMUNITY**

Instructions

- Please tick where appropriate
- Please give a brief explanation where necessary.

Qn1. In Radio what do you listen to mostly music programmes or informative programmes such as "Elders watch"?

☐ Music

☐ Elders watch

Qn2. How often? (Per week)

- ☐ 1-5 Times ☐ 5 Times and above

Qn3. In Television what do you watch more?

☐ Movies

☐ music videos

☐ Culture oriented programmes

Qn4. How Often? (Per Week)

- ☐ 1-5 Times ☐ 5 Times and above

Qn5. How many Radio and TV stations are you aware of that broadcast traditionally oriented material?

- ☐ 10 ☐ 20 ☐ 5 ☐ None

Qn6. How many magazines do you know that are traditionally oriented?

- ☐ 5 ☐ 10 ☐ 15 ☐ none

Qn7. To you what is more interesting in terms of wholesome magazine entertainment?

Culture magazines

fashion magazines

Music magazines

Qn8. Which is (are) your favourite Radio Station(s)?

.....
.....
.....
.....

Qn9. Why?

.....
.....
.....
.....

Qn10. Which is (are) your favourite TV Station(s)?

.....
.....
.....
.....

Qn11. Why?

.....
.....
.....
.....

Qn12. Which of the following categories of program(s) do you like most?

- ☐ News ☐ Educative/ Informative ☐ Religious
☐ Entertainment (i.e. Music/Film/Sports, etc) ☐ culture related

Qn13. Why?

.....
.....

.....
.....
Qn14. Which is your favourite TV and, or Radio, program? (Specify why)?

.....
.....
.....
.....

Qn15 Would you like any of your favorite programmes to be translated into magazines?

☐

Yes

☐

No

Qn16. If yes, specify giving reason(s)

.....
.....
.....
.....

Qn17. Is (Are) there any program(s) you would like omitted or hear less from your favorite TV and Radio Station?

☐

Yes

☐

No

Qn18. If yes, specify giving reason(s)

.....
.....
.....
.....

Qn19. Has Radio TV and magazines had an Impact in your daily life?

☐

Yes

☐

No

Qn20. If Yes, to your opinion, is an impact a positive or a negative one?

☐

Positive

☐

Negative

Please explain your response briefly.....

Qn21. Does Radio and TV have any impact towards the development of your Community?

☐

Yes

☐

No

Qn22. If Yes, to your opinion, is an impact a positive or a negative one?

☐

Positive

☐

Negative

Please explain your response briefly.....

Qn23. Which role has the media played in the development of your community?

.....
.....
.....
.....

Qn24. Is the role sustainable?

☐

Yes

☐

No

Qn25. Which are the constraints hindering media from delivering positive messages to the Kikuyu community?

.....
.....
.....
.....

Qn26. Is there any need to regulate the media and its contents?

☐

Yes

☐

No

If yes/No, why?

.....
.....
.....
.....

Your recommendations

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Thank you very much for your time and your contribution is highly valuable.

Your Position...

Your Profession...

Respondent signature

.....

Official stamp.

.....

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