

INSTITUTE OF SOCIAL COMMUNICATION

TANGAZA COLLEGE

THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

NJERI MBURE

Video Production final project

**Standing in the Gap,
The story of slum Sanaa**

Supervisor

Francis Chishimba

A Full scale Project and project proposal Submitted in Partial Fulfillment of
the Requirements for the Bachelor of Arts in Social Communication.

NAIROBI 2011

ACKNOWLEDGEMENT

I want to first and foremost thank God who has brought me this far for giving me health and strength as well as zeal and positive energy to be able to finish this final project.

I owe a debt of gratitude to close friends especially Eva Wambui and David Kabiru who tirelessly accompanied me to Huruma and also those who encouraged me along the way and those who offered helpful comments and constructive criticisms in building this project.

In a special way I would like to thank my Uncle Sam Mbure for generously helping me with his equipments with this I was able to finish my project on time and his encouragement with this input he greatly added value to my work

I want to thank my whole family with a special mention to my Mother Rosabell Mbure for giving me the gift of education and supporting me all the way morally, spiritually and financially. I will forever be grateful for the sacrifices she has made to see me succeed; it was not easy for her to do it alone.

My sisters; Professor Wanjiru Mbure, who is my role Model and a mentor and Nyamurwa Mbure and My brother Gitau Mbure who all in one way or another gave me their full support and guidance, always checking how far I had gone and what I needed to be able to successfully complete my final project.

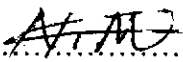
I would like to sincerely appreciate the guidance and support given by my supervisor Mr. Francis Chishimba, a man of wisdom and so much Knowledge who through his patience and guidance as well as insight made me believe it was possible to achieve what the mind conceives.

Dedication


Dedicated to the Lord my heavenly Father, to my mother and my late father who made me fall in love with communication, and to Slum Sanaa arts Center for their hard work and resilience to improve their lives as well as others living in the slums through arts.

DECLARATION

I, the undersigned, declare that this project is my original work, achieved through my personal reading, scientific research and critical reflection. It is submitted in partial fulfillment of the requirements for the Diploma in Social Communication. It has never been presented to any other College or University for academic credit. All sources have been cited in full and acknowledged.

Signed..... .....
Name of student.. Njeri Mbure.....
Date..... 9th August 2011.....

This project has been submitted for examination with my approval as the college supervisor.

Signed..... .....
Name of Supervisor .. CHISHIMBA FRANCIS.....
Date..... 09-08-2011.....

EPIGRAPH

Slum dwellers should learn to be innovative and come up with ways in which they can help themselves, it is about sacrifice, dedication, discipline and decisions that are conscious and aimed at bettering their lives rather than always depending on handouts and the government.

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PRODUCTION PROPOSAL

Title: **Standing in the Gap**, The story of Slum Sanaa

Duration: 20 MINS

Producer: Njeri Mbure

Director: Njeri Mbure

Cameraperson: Njeri Mbure

Sound recording: Njeri Mbure

Editor: Njeri Mbure

Executive Producer: Francis Chishimba

Client: Tangaza College, Institute of Social Communication.

Working Hypothesis and Interpretation

In my production I have shown people that you can do something to change your life as well as the lives of other people and this I show using a 20 minutes documentary production on Slum Sanaa, a Community Based Organization that have taken it upon themselves to change the lives of youths from Huruma slums.

In life I believe that one either makes lemonade out of a lemon or decides to look at the negative side of their life situation and get stuck there. For this reason I have shown through my production that life is what you make it, you either take difficulties and turn them into opportunities or make excuses basing them on the fact that they are from the slums and there is not much they can do about it.

My documentary shows this in action by exploring: Slum Sanaa, a Community based organization located in Huruma that is involved in making a positive transformation to the youths in the slums by providing a centre where they can come and get free classes to hone their musical talents through teachers are practicing artists sharing their skills.

The main conflict is between: The situation they are in, which is living in the slums and what they have been able to do to change their lives and become living examples to those who want to pursue arts and in particular music as a career.

Ultimately I want the audience to feel the effort that this young people have put in bettering their lives, I want the audience to relate with the situation, especially those from the slums they should be able to feel if Slum Sanaa can do it. why not us? And for people of a better social and economic background, they should see it as a challenge since they have more resources and are in a better position than those in the slums. I want the audience to understand the struggles that Slum Sanaa have gone through to be where they are today.

Topic

My production's main subject is Slum Sanaa, a Community Based Organization established to promote art-based activities in the slums. The Community center uses the mediums of music, dance, drama and visual arts to convey information to the community, with membership open to everyone regardless of tribe, religion, race or affiliations.

My co-subject is Jibu, a group under Slum Sanaa, with members aged 8-12 years who come to the centre thrice a week to practice their songs. They have done two singles, 'Jikaze' and 'Madawa ya kulevya' through the guidance of their teacher Billy Cole Midenyo.

'Standing in the Gap', as a title for me is because I feel that through the mentorship of Slum Sanaa the youths have someone to stand in the gap and make it easier for them to be able to discover and nurture their artistic talents something that is peculiar to the music industry where artists go through difficulties to produce or even get recognized.

Main Talents

My main talents are the officials of Slum Sanaa, each speaking of different aspects of their participation in Slum Sanaa's progress they will include:

- The overall overview of Slum Sanaa- Chairman, Simon Maranga
- Education, Research and IT Department
- Visual and performing Arts.
- Marketing and publicity Department

My other characters will include the children who are members of Jibu as well as members of Slum Sanaa, and their producer, Mtu kawaida as well as the main artists under the Slum Sanaa umbrella i.e. Mwafrika, Mababa squad and M4J all speaking of their experience, benefits and challenges and the impact Slum Sanaa has had on their lives.

Conflict

The issue in this documentary is that there are so many things that the youths who have joined Slum Sanaa would turn to, they could have turned to drugs, to stealing or just sit and wait for handouts as is the case in most slums. There are conflicting principles that the youths in Slum Sanaa stand for that most of their friends in the slums would not agree with, such as independence taking it upon themselves to change their lives by using positive means. My production aims at putting different principles in opposition i.e.

- Of the view that slum dwellers cannot amount to anything and cannot make it in this world.
- Of the opinion that only those from better economic and social background can make it and grab the available opportunities offered by this world.

- Of the vision that they will never amount to anything and are destined not to hold important positions in this world.

In my production I show that attitude and action will take you places, it's a matter of believing that one can make a change and taking an initiative to make that change.

There will be possible developments emerging from this production, with an aim of changing the perceptions and opinions as well as attitude that people have of people living in slums.

Audiences Biases

I did not assume that my audiences do not have prejudices and biases based on experience or mere misinformation, this biases may include;

- Their perception of slum dwellers.
- That slum dwellers wait to be helped and cannot help themselves.

Through my documentary I show alternative views through facts of what Slum Sanaa has done and what they are doing, and this I have shown through interviews, clips of their productions, their activities in session and personal testimonials.

On Camera Interviews

Simon Maranga , chairman Slum Sanaa

His role in my documentary is to give an overview of what Slum Sanaa is, the activities they are involved in, their challenges, what it has taken for them to be where they are and their major challenges and any other important details about Slum Sanaa.

His role will provide credibility as he is in- charge of the centre and gives a real perspective.

The other officials will be the branches to main tree about their departments, what they do and how it adds value to Slum Sanaa as a whole.

Mtu Kawaida - Producer

How it is working with the kids, charges- was it for free? What special qualities he thinks the children possess as upcoming artists.

The artists themselves on their personal experiences, lessons learnt challenges and impact in their lives.

Children from ABC children's home and the administrator.

One member from Jibu.

Structure

The documentary is structured in a progressive manner from the base of the story to how it later develops as we get an introduction to the members and the children involved and their activities.

Form and Style

I have considered creative effects in my camera work and in my editing that will involve juxtaposition of scenes e.g. an artist's interview and split screen of his music video. There is also use of still photographs to show slum Fest an event organized by Slum Sanaa. The narrative is in form of story telling form to make the audience be attentive paying attention to intonation. There is use of parallel story telling and use of natural light to take care of the shots in terms of exposure.

Resolution

My documentary ends showing the daily routine of slum Sanaa, this is their practice sessions after their story and their music production as a bed, I would like the audience to be moved by the story looking at scenes that remain with the images in

mind. In comparison to the beginning the ending is slower rather than punchy unlike the beginning to capture the audiences' attention.

Format

The documentary has been recorded in DVCAM format and edited Using Final Cut editing software and finally recorded in DVD format.

Logistics

I presume various challenges that will include:

- The availability of the talents with their busy schedules
- The weather
- Transport issues
- Most practice sessions are in the evening, thus availability of equipments at that particular time.

Relevance of Production to the Society

Standing in the gap is an eye opener to the society to see how a small group of inspired individuals can bring hope to the community around them by bringing activities that bring together youths from different homes with a common initiative to have their talents discovered, nurtured and promoted all with an aim to better their lives and lives of others.

Production Techniques

The production techniques used to contribute to making the production achieve it's expected impact on the audiences is use of real life experiences of the talents and the work achieved by the talents to act as evidence to add weight to credibility of the story.

Ethical Issues

The youth are the most resourceful members of the society, and unfortunately in the slums it is not the case, the use of drugs is one of the most common problem among the youths in Huruma and Mathare and for this reason it is a back log in convincing the youths from the slums that they can make it and especially through the use of their talents.

Communication Objectives

1. To enlighten other young adults of the society on use of their talents to help others make a living.
2. To pose a challenge to slum dwellers to make a difference in their lives with the little resources they have.
3. To showcase the impact a small group of individuals can make in a slum.
4. To create awareness and eliminate some prejudices audiences' have on people from slums.

PRODUCTION BUDGET

CLIENT: Tangaza College, Institute of Social Communication.

PROJECT TITLE: Standing in the Gap, The story of Slum Sanaa

<u>Summary of Costs (KSH)</u>	<u>Estimated Amount</u> (KSH)
Pre-Production	
Treatment and Proposal	3,500
Writer	2,000
Meals and Travel	5,000
Planning of shooting schedule	1,500
Production	
Transport	10,000
Contingency	10,000
Equipment	5,000
Crew	12,000
Post-Production	
Editor	10,000
Final Script	3,000
Audio mixer	4,000
Graphics and foreign language translation	2,000
GRAND TOTAL	<u>68,000</u>

SHOOTING SCHEDULE

ORGANISATION	PERSON	LOCATION	SHOOTING DATE
Slum Sanaa Arts Center	Interviews Chairman-Simon Maranga Sam and Eli-Teachers Slum Sanaa. Kevin Kigan-Treasurer Billy Cole-Teacher, Marketing and publicity Members of various departments i.e. virtual and performing arts, marketing and publicity, Education research and IT. Interviews and slum cut away shots	Huruma , Nairobi	8 th March 2011
Slum Sanaa Arts Center Mtu Kawaida Entertainment studios.	Members of SWUG (show what you've got) Drama sessions Drama club members In house and travelling theatre Director of theatre- calypso	Huruma , Nairobi	9 th March, 2011

Mtu Kawaida	Ngalla-Mtu kawaida	Huruma , Nairobi	8 th March,2011
Entertainment Studios	Dance and recording studios and recording studio Other Slum Sanaa activities i.e. meetings Practice sessions.		
ABC Children's Home	Administrator-ABC Drama and Vocal classes Beadwork sessions Interviews of ABC children and teachers ABC establishment and cutaway shots.		11 th March 2011
Alliant academy	Jibu Members Alliant Academy Establishment and Cutaway shots Head Teacher Alliant- Mr. Mayode Walking shots Daniel and David		15 th March 2011

TREATMENT

TITLE: STANDING IN THE GAP

GENRE: DOCUMENTARY

WRITER: NJERI MBURE

LENGTH: 20MINS

CLIENT: FRANCIS CHISHIMBA

The twenty minute documentary shows how various mediums of art have been used to convey information to the community. The mediums of art will include: Music, Dance, Drama, and visual arts.

Target Audience

The target audiences for this production are young adults with a specific age range of 13-35 years. This is because they compose the youth who are most resourceful members of the society if they take responsibility and advantage of the resources at their disposal.

Objectives

- To show the audience people who have made a mark in the society by defying the odds and using arts and drama as well as music to make their lives better.
- To also change people's opinion that the slum dwellers cannot make something out of themselves due to their background.
- To Challenge those who have resources and refuse to use them to help themselves as well as others.
- To show how various mediums of art have been used to convey information to the community.

The opening titles such as the title and a bumper. Around 20 seconds

This production begins with a master shot of activities, as a sample of actions that is follow later in the documentary, ongoing without any background information, a montage of different scenes from the documentary then a voice over describing the situation at Hand we then take a long shot of Slum Sanaa with a voice over describing where it is located.

The documentary then precedes to an interview of Simon Maranga the Chairman explaining and giving us an overview of Slum Sanaa.

The documentary includes; Graphical scenes such as animations and also has archival stills and footage to build the scenes with considerations to pacing and the visual styles so as to show contrast to other kinds of shooting in the production.

Script Breakdown

A shooting or pre- shoot script is a document that consolidates research and outlines the film's story giving a visual guideline for the shoot

My shooting script is a guide that has;

- The scene number
- The scene Name
- The location, a short description of the place am shooting
- The length of the scene,
- The action- describing the activity going on in front of the camera
- Content- the elements being covered in a particular scene.
- Director's notes- they will be a guide on important elements that will cover the scene
- Cast- who is in the scene and what is expected of them.

chapter two. It aims at showing the effects media has on its audiences.

PARTIAL TRANSCRIPTION

Long Shot	A shot of Huruma and Mathare slums.	A NORMAL SLUM .. WITH ORDINARY ONGOING ACTIVITIES BUT WITHIN ALL THIS LIES A GROUP OF ORDINARY INDIVIDUALS WHO HAVE SET OUT TO MAKE AN EXTRA
Medium close-up.	Slum-Sanaa logo and the building.	ORDINARY IMPACT IN THE LIVES OF THE YOUTHS FROM MATHARE AND HURUMA IN SLUMS IN NAIROBI.
Long shot.	Members of slum-sanaa.	LOCATED AT THE HEART OF HURUMA, SLUM SANAA A COMMUNITY BASED ORGANIZATION HAS SET OUT TO MAKE
Medium Shot	One of the member displaying his/her talent	A MEMORABLE DIFFERENCE IN THE LIVES OF YOUNG ONES STRUGGLING TO DISCOVER THEIR TALENTS AND HAVE THEM NURTURED.
Long Shot	Still photos of artists performing	WITH A MAJOR MISSION TO DISCOVER, NURTURE AND PROMOTE ARTISTIC TALENTS AMONG THE YOUTH, SLUM
Medium Shot.	Simon Magara in the office.	SANAA CAME ABOUT WITH AN INITIATIVE TO PROMOTE COMMUNITY BASED ACTIVITIES IN THE SLUMS AS SIMON MARANGA, CHAIRMAN RECALLS.
Close-up mixed with Medium shot.	(SIMON MARANGA'S INTERVIEW + CUTAWAYS)	
M.S	Kids from ABC showing different skills in singing, dancing, drama and beadwork.	FROM A FIRST HAND EXPERIENCE IN TRYING TO MAKE IT WORK THEY CAME IN TO ASSIST THEIR PREDECESSORS IN SUCCEEDING USING THEIR TALENTS. THE FOCUS OF THEIR ACTIVITIES IS MOSTLY ON THE YOUNG ONES BETWEEN THE AGES OF 10 -25 YRS WHO WISH TO UTILIZE THEIR TALENTS AND BY EXTENSION ALSO REALIZE

M.S
SAM'S
INTERVIEW

L.S
A pan shot of the
Huruma Slums.

M.S
Members of slum
sanaa.

M.S
Different Members
of Slum sanaa
helping in their
different
departments.

L.S
Continuation of
Shot no.12

M.S
Still photos of
their
performances.

C.U
Interview with
Kelvin

THE COMMUNITY ARTS CENTER LOCATED IN HURUMA
THE CHIEF'S CAMP PROVIDES A PLATFORM FOR ITS
MEMBERS TO COME AND GET TOGETHER, PRACTICE AND
LEARN; EACH IN THEIR DIFFERENT ARTSTIC TALENTS T
THY FEEL IS THEIR CALLING.

THE ORGANIZATION GENERALLY FOCUSES ON THE ART
WITH DIFFERENT DEPARTMENTS RANGING FROM
PERFORMING ARTS, VISUAL ARTS, EDUCATION, IT AND
RESEARCH AND THE PUBLICITY AND MARKETING
DEPARTMENT TAKING CARE OF THE DAILY RUNNING OF
ORGANIZATION.

BEHIND THESE DEPARTMENTS LIE A GROUP OF DEDICA
INDIVIDUALS EACH WITH A REASON AS TO WHY THEY F
THEY NEED TO CONTRIBUTE TO THIS WORTHY CAUSE
PUTTING AWAY THEIR DAILY OCCUPATIONS TO SPARE
TIME TO COME AND SHARE THEIR KNOWLEDGE WITH T
YOUNG ONES.

HAVING EXISTED FOR THREE YEARS, SLUM SANAA HAS
MANAGED TO SURVIVE WITHOUT EXTERNAL FUNDING.
WHICH IS ONE OF THE MAJOR CHALLENGES THAT THE
ORGANIZATION FACES.

L.S	A mixture of still and video shots showing different performances.	SLUM SANAA USES THE MEDIUMS OF MUSIC, DANCE, DRAMA AND VISUAL ARTS TO CONVEY INFORMATION TO THE COMMUNITY WITH MEMBERSHIP OPEN TO EVERYONE REGARDLESS OF TRIBE, RELIGION, RACE, AFFILIATIONS AND SOCIO-ECONOMIC BACKGROUND.
M.S	Slum sanna meeting. A pan from right to left.	THE MEMBERS OF SLUM SANAA HAVE FOUND A HOME WITHIN THIS ORGANIZATION AND THEIR DEDICATION IS EVIDENT DURING THEIR MEETINGS AS THEY ARE EAGER TO ATTEND THEIR WEEKLY SESSIONS BE IT DRAMA, MUSIC OR DANCE.
C.U	Interview with Calipso.	
L.S	The youth of slum sanna in a meeting.	THESE YOUTHS HAVE BEEN ABLE TO GET A SETTING WITHIN WHICH THEY ARE ABLE TO STAY IN TOUCH WITH THEIR PEERS AND ADD VALUE TO THEIR LIVES BY BUILDING ON THEIR TALENTS.
M.S	An interview with one of the youth.	
X.C.U	An extreme close up of Calipso	THE THEATRE DIRECTOR AT SLUM SANAA, AFTER OVERSEEING THE DRAMA SESSION FEELS THAT CHANGING AN INDIVIDUAL IS A CONTRIBUTION TO CHANGING THE SOCIETY.

M.S	INTERVIEW 2 OF CALYPSO.	
L.S	Kids of ABC in a music class.	THE YOUTHS FIND INSPIRATION AND MENTORSHIP THROUGH THEIR TEACHERS AND THIS IS EVIDENT AS SOME OF THE MEMBERS HAVE ALREADY TAKEN IT UPON THEMSELVES TO TEACH AND SHARE WHAT THEY HAVE
M.S	Kids of ABC in a Dance Class.	LEARNT AND ARE STILL LEARNING AND SOME OF THEM ASPIRE TO LEARN MORE ON MUSIC AND VIDEO PRODUCTION AS WELL.
M.S	Mr. Seed in a performance	SLUM SANAA'S EFFORTS HAVE NOT GONE TO WASTE AS THE ORGANIZATION HAS WITNESSED SOME OF THE ARTISTS MAKING IT BIG IN THE KENYAN ENTERTAINMENT INDUSTRY. AMONG THEM IS A YOUNG MAN..... WHOSE STAGE NAME IS MR SEED, A FORM THREE STUDENT AT ST TERESA'S BOY HIGH SCHOOL, EASTLEIGH. HIS MUSIC IS RECEIVING
X.C.U	Extract of Mr. Seed's music video	AIRPLAY IN HIS COLLABORATION WITH MOG A RENOWNED KENYAN GOSPEL GROUP THAT HAS WON SEVERAL AWARDS. AMONG THEM GROOVE AWARD.
M.S	Interview of Mr. Seed.	
L.S	Members of M4J group.	M4J (MADE FOR JESUS) ALSO A GOSPEL ARTIST AND A MEMBER OF SLUM SANAA HAS BEEN ABLE TO GROW MUSICALLY WITH BACKUP FROM SLUM SANAA HE HAS
M.S	Video extract from M4J video.	BEEEN ABLE TO MAKE CONTACTS THAT HAVE HELPED HIM CONTINUE MAKING A MARK IN THE GOSPEL INDUSTRY IN KENYA
		SLUM SANAA AIMS AT HAVING THE YOUTHS MAXIMIZING

L.S	Still photos of their performances.	THEIR FULL POTENTIAL AND EMPOWERING THEM TO IMPROVE THEIR LIVES AND BUILD A BETTER KENYA.
M.S	Mtu Kawaida in his studio.	THE ARTS DIRECTOR AT SLUM SANAA (NAME) AND THE FOUNDER OF MTU KAWAIDA ENTERTAINMENT HAS PRODUCED FOR SLUM SANAA AND HAS PRODUCED MUSIC FOR JIBU, WHICH IS A GROUP THAT WAS FORMED IN 2009 COMPRISING OF 13 MEMBERS MOST OF WHOM ARE FROM SCHOOLS AROUND HURUMA AND MATHARE SLUMS.
C.U	Interview Mtu Kawaida.	THE YOUNG BOYS THROUGH GUIDANCE FROM THEIR
L.S	Extract from their video.	TEACHER BILLY COLE MIDENYO HAVE RELEASED TWO SINGLES JIKAZE MEANING WORK HARD AND MADAWA Y KULEVYA WHICH TALKS ABOUT THE EFFECTS OF DRUGS THIS IS ONE OF THE PROBLEM THAT IS AFFECTING THE YOUTHS IN THE SLUMS.
M.S	Members at Alliant Academy	THE MEMBERS ALL FROM ALLIANT ACADEMY IN HURUMA HAVE HAD A CHANCE TO LEARN MORE ON HIPHOP AND MUSIC IN GENERAL
C.U	Interview Head teacher.	
M.S	Various snaps during their performances.	SLUM SANAA ORGANIZES VARIOUS EVENTS WITH AN AIM TO GIVE BACK TO THE COMMUNITY AND ALSO TO GIVE SLUM BASED ARTISTS AN OPPORTUNITY TO SHOWCASE THEIR MUSIC, WITH OTHER ACTIVITIES ONGOING SUCH AS FASHION SHOWS AND DANCES.AMONG THEM IS SLUMFEST

AN EVENT THAT HAS BEEN HELD SUCCESSFULLY FOR TWO CONSECUTIVE YEARS 2008 AND 2009 INVOLVING OVER 5000 SLUM BASED ARTISTS AND AN ESTIMATED AUDIENCE OF 5000 PEOPLE.

L.S
Establishment shot
of ABC Centre.

SLUM SANAA HAS STRETCHED OUT THEIR HELPING HAND TO OTHER ORGANIZATIONS THAT NEED THEIR INSPIRATION TO DEVELOP AND HAVE THEIR TALENTS NURTURED, ONE OF THEM IS ABC CHILDREN'S HOME.

M.S
Interview
Administrator of
ABC Centre.

L.S
A training class at
ABC.

AND THE STUDENTS HAVE DIFFERENT TALENTS AT ABC CENTER.

M.S
Different kids
showing their
skills.

THE PILLARS OF SLUM SANAA BELIEVE THAT ARTS CAN BE A CAREER OPPORTUNITY AND CAN CREATE JOBS FROM THEIR TALENTS AND BRING FOOD TO THE TABLE.

C.U
Interviews with
two kids from
ABC

M.S
Kids From ABC
Center then fade to
black and then
credits.

SLUM SANAA HAS COME OUT AS ONE OF THE PROJECTS THAT SHOULD BE EMULATED WITH EFFORTS OF POSITIVE CHANGE BEING EVIDENT.

MASS MEDIA THEORIES

These are theories that seek to explain effects of the media on their audiences. They are the consequences of what the mass media does, whether intended or not.

They include

- Hypodermic Theory
- Social Learning Theory
- Psychological Theory
- Uses and Gratification Theory
- Cultivation Theory

Agenda Setting Theory

The Agenda setting theory describes a powerful influence of the media to guide us on what issues are important.

Its core assumptions are that The press and the media do not reflect reality, they filter and shape it instead the Media concentrates on a few issues and subjects leading the public to perceive those issues as more important than others.¹

Two categories fall under this theory; Priming and framing.

Priming refers to enhancing the effects of the media by offering the audience a prior context-a context that will be used to interpret subsequent

communication. Through this the media has standards and frames of reference.

Framing, on the other hand, refers to the media drawing the audience's attention to certain topics. It decides what people should think about.

<http://www.cw.utwente.nl/theorieenoverzicht/>

Media has indeed created what the audiences think about and how far they can think about a certain issue. This is seen from the media nowadays giving much attention to politics and politicians, and giving less attention to human interest matters. The audience therefore seem not to focus much on knowing their surroundings until a situation arises. They are misled to believe that what the media brings is more important than information that can help them improve and better their lives. In the case of standing in the gap, the slums are mostly focused on when there are negative aspects of their way of life and the dwellers are not given solutions to their problems instead they are led to believe that they cannot help themselves, they can only depend on handouts and that their lives can only be as good as it is unless a miraculous situation happens.

Recommendation

The Media should focus on being solution providers for the community and especially people living in poverty in the slums they will then be responsible in carrying out their duties and being watchdogs of the society

Dependency Theory

It proposes an intergral relationship among audiences, media and the larger social system. According to this theory people depend on the media information to meet certain needs but not on all media equally. This theory claims that people will become more dependent on media that meet a number of needs.² This can be shown on people's use on different sources of information. In the case of slum Sanaa they have taken it upon themselves to change their way of life and use their talents as the element to change the

² <http://www.civ.uwente.nl/theorieenoverzicht/>

society. The members of Slum Sanaa do not depend on the media to be the one to give them solutions to the problems in the slums, instead they are leading by example.

Knowledge Gap

This theory believes that the increase of information in the society is not evenly acquired by every member of society. People with higher socioeconomic status tend to have better ability to acquire information. Lower socio economic status

people, defined partly by educational level, have little or no knowledge about public affairs issues, are disconnected from news events and important news and important new discoveries.

In this case slum dwellers are mostly people of low education level, they do not have enough money to make them go to tertiary levels of education. The founders of slum Sanaa are members of Yunasi which is a group that has travelled all over the world performing and have used this experience to make a difference in their lives, this is evidence that education does not only lie in class but can also be attained through experience from the world.

Social Learning Theory

Social learning theory is a combination of behavioral and cognitive theories. Personal factors, such as beliefs, expectations, attitudes and knowledge (cognitive) plus environmental factors, such as resources, consequences of actions, physical setting (behavioral) plus behaviors, such as individual actions, choices, and verbal statements influence learning and motivation. One of the concepts within social learning theory is observational learning. Social learning theorists have shown that behavior is influenced not only by personal or live models but also by those presented in the mass media. Television and

film models, in particular, seem to exert a powerful impact, and one major implication is that television is shaping humans motivation and behavior on a daily basis.³

The exposure of the founders of slum Sanaa is what motivated them to stand in the Gap for these children who wish to have their talents nurtured and promoted. The members also learn from their teachers which is mostly from apprenticeship, and the skill is passed on and on. In this case the social learning theory has been used positively through various mediums of art to better the individual lives of Slum Sanaa members.

³ *Social Learning Theory & Mass Communication Kevin O'Rorke, ABEA Journal. Volume 25, Fall 2006*

Challenges Faced

The weather posed a great challenge there was too much light and it posed a challenge with exposure, I was able to deal with this through the use of Zebras and timing the shoot during times that were not exposed to too much light..

Availability of talents-Some of them were busy and hard to reach, and the distance to the shoot venue was sometimes challenging.

Time-some timing for the shoot was tricky, e.g. shooting in the evening when there was poor lighting and their art center is inside thus the lighting was also poor and challenging.

Transport-it was a challenge accessing some places such as the slum areas since the area is not known to be safe.

Strong points of my production

- It's a real life story, revolving around ordinary people.
- People can relate to the current slums situation in the country.
- Its a story of building something from nothing
- There is evidence to show the achievements and the situations.

Weak points of my production

- Use of Language-most of the talents are using Swahili language thus a challenge to those who do not understand the language.

Conclusion

Standing in the gap is a story of ordinary people making extraordinary difference in the lives of those living in the slums in which they are part of. It has taught me a lot and the experience is invaluable. I learnt a lot and would wish that people can make a difference in their lives especially those from the slums to better their lives, aim high and achieve their dreams. Slum Sanaa a small group has been able to do it, shows that there is a lot more that the society can do with the little resources that they possess.