

INSTITUTE OF SOCIAL COMMUNICATION

TANGAZA COLLEGE



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

CHRISTINE MUTHONI KAGIA

**PROMOTING LIFESTYLE CHANGE AMONG NAIROBI
YOUTH THROUGH THE USE OF RADIO AND CELEBRITIES**

Supervisor
Martin Ocholi

A Full Scale Project Submitted in Partial Fulfillment of the Requirements for
the Bachelor of Arts in Social Communication

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TABLE OF CONTENTS

PAGE

Dedication	
Acknowledgements	
General Introduction	1
Statement of the Problem	2
Project Objectives	3
Project Limitations	3
Structure of the Project	4
Definition of Terms	4

CHAPTER 1

Overview of Locale.....	6
Media Access	7
Socialization	7
Characteristics of Socialization.....	8
Media and Socialization.....	8
Identity.....	9
The Youth and Identity Formation	10
Culture and Identity Formation.....	10
Pop Culture; A creation of the Media.....	11
Structural functionalism for Social Change.....	12
Cultural Relativism vs Cultural Imperialism.....	13
Celebrity Endorsements.....	15
The Practice of Endorsements.....	16
Role Models.....	17
Conclusion	20

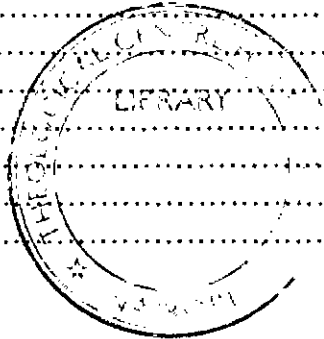
CHAPTER 2

Introduction.....	21
Research Methodology.....	21
Sampling Criteria.....	22
Survey Data Collection.....	22
Quantitative Data Analysis.....	23
Participant Observation.....	29
In Depth Interviews.....	31
Media Theories.....	35
Conclusion.....	38

CHAPTER 3

Introduction.....	39
Needs Assessment.....	39
Radio in the Process of Identity Formation.....	39
Project Strategy.....	40
Communication Objectives.....	41

Programme Overview.....	42
Format	42
Programme Structure.....	43
Elements and Content.....	47
Summary.....	48
General Conclusion.....	49
Achievements.....	49
Challenges.....	50
Recommendations.....	51



APPENDIX

Appendix 1.....	52
Appendix 2.....	53
Appendix 3.....	56
Appendix 4.....	57
Appendix 5.....	58

DECLARATION

I the undersigned, declare that this thesis is my original work achieved through my personal reading, scientific research methods and critical reflection. It is submitted in partial fulfillment for the degree of Bachelor of Arts in Communication. It has never been submitted to any other college or University for academic credit. All sources have been cited in full and acknowledged.

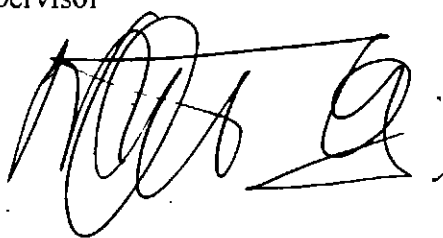
Signed:



Name of Student Christine M. Kariuki

Date 15/06/09

This thesis had been submitted for examination with my approval as the college supervisor

 15/06/09

Martin W. Ochieng

DEDICATION

In eternal memory of Vincent Kibet Rotich. My best friend to the end and the one person who really knew me. People say that time makes it easier to move on. I'm not sure how true that is. I miss you more with each passing day. We had a dream and I will be sure to give it the life that you would have put into it. This thesis is for you.

Imani Ciku Kagia. The heart of my heart. My precious little angel. Mummy lives for you.

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GENERAL INTRODUCTION

1. Background

The media are to date one of the most powerful tools of communication in the world. Both here in Kenya and the rest of the world, the youth heavily consume a wide array of media products and spend quite a significant amount of time either watching TV, listening to music, reading magazines, watching movies or browsing the Internet. Due to this factor, it is rather obvious that these very same youth tend to pick up a significant quantity of their mannerisms and thought patterns from the media. Be it consciously or otherwise, the amount of media that the youth of today are consuming has a direct and alarming relation to the decisions that they make on a daily basis. In as much as the media is meant to entertain, educate and inform, mainstream media has taken a very commercial turn hence neglecting its major role as an educator. When one switches on the TV or the radio or even opens their mail on the internet, the possibility of them seeing or hearing content with some information that is likely to steer their lives in a forward direction is unlikely. Rather than that, one is more likely to hear something that is purely saturated with entertainment content. If one does not take the time to keenly analyze the media then it is highly unlikely that they will notice the danger that this presents to the development of the youth. By simply looking around one can see

that there is a great deterioration in the societal values that we once held dear. On a daily basis we hear of more cases of school drop outs, arson, rape cases are on the increase, drunk driving accidents, violent robberies and so on. This leads to the question on who is to blame for this societal menace. In traditional societies, parenting and role modeling were not just left to one's biological parents. The entire community was responsible for mentoring the youth. This ensured that at all times sound morals and values were instilled in the youth. The technological era combined with the need for families to survive the hard economic times has seen the family institution crumble. This has in turn left the responsibility of socializing and raising the children to the media. According to A. Berger, "Socialization now is influenced to a large degree by popular culture and the mass media: rock musicians, sports heroes actors and actresses, give young people ideas about how to behave, how to dress, how to relate to others and what to become".¹ Unfortunately, the media has the tendency and tenacity of propagating information that may be misleading to the youth and may cause them to make decisions that they ought not to. On a worldwide scale, celebrity endorsements have also contributed to this problem in the sense that celebrities virtually have a cult-following and their fans rarely ever question the authenticity behind what these celebrities say or promote be it through their movies, music, advertisements or other forms of endorsements. This is a very dangerous form of ignorance as one begins to absorb and imitate whatever is thrown at them without questioning the long term impact that it may have on their lives. According to C.Okigbo, where there is ignorance there is

¹ A Berger., *Essentials of Mass Communication Theory*, pg 32

likely to be confusion on relevant issues. He further states that ignorance exposes one to exploitation.

Considering that the media is the most powerful communication tool in the sense that it has a wide reach, if misused it can be a very dangerous weapon. Media owners, practitioners and celebrities should therefore take it upon themselves to build the nation by imparting positive information to the youth who happen to be the greatest percentage of its consumers. Social change and development is not easy to achieve because once ideas and mannerisms have been developed and accepted within the society as the norm it is rather hard to change them. This is why celebrities and the media are the focus of this project because they are the greatest opinion shapers among the youth.

2. STATEMENT OF THE PROBLEM

The youth in Nairobi use the media as their main source of information yet most of what they receive from the media has barely any educational content. In addition, the youth do not have enough role models who can help them steer their lives in the right direction.

3. PROJECT OBJECTIVES

- a) To use the media as a tool that entertains and educates the youth at the same time.
- b) To create a forum whereby the youth can get together to express and share experiences and from there come up with solutions to their common problems.
- c) To initiate a change in Kenyan musicians that will see them play an active part in serving as role models for the youth

4. PROJECT LIMITATIONS

The thesis proposes the use of local celebrities to stir up behavioral change. This in itself is a rather complicated affair because the media has been infiltrated by a lot of western material. Kenyan youth find it easier to relate with foreign celebrities because they have been exposed more to them than to Kenyan ones. In view of this limitation I believe that this project will be a stepping stone in the right direction when it comes to creating role models who are closer to home.

5. STRUCTURE OF THE PROJECT

The thesis comprises three chapters. Chapter one focuses on the sociological analysis of the lifestyle and behavioral patterns of the youth in Nairobi and what role the media have played in this. Chapter two concentrates on carrying out intense field work and audience research that seeks to establish how the youth and the media relate with each other alongside establishing the youths take on using the media through music and endorsements as a tool for social development amongst themselves. The research also seeks to establish what the youth look for in role models and how they go about selecting their role models.

Chapter three looks at communication theories and the justification for their use in implementing the proposed strategies for ensuring that the media and celebrities become more responsible in ensuring the enrichment of the lives of the youth. This chapter also brings out a step-by-step implementation plan of the endorsement project.

6. DEFINITION OF TERMS

Advertising: Non-personal form of communication which is paid for in the media to promote an organization's product, service or idea to a certain targeted audience².

Celebrity: A widely recognized or notable person who commands a high degree of public and media attention³.

Celebz : Slang for celebrities.

Endorsement: written or spoken statement approving of some product, typically a contract to promote a product by a celebrity or athlete.⁴

Popular culture

This is the culture of "everyone in a society". Ray B. Browne describes it as the culture world around us, that is, our attitudes, habits and actions.⁵

Social responsibility

An ethical or ideological theory that an entity whether it is a government, corporation, organization or individual has a responsibility to society. However, this responsibility can be "negative". In that it is a responsibility to refrain from acting (resistance stance) or it can be "positive," meaning there is a responsibility to act (proactive stance).⁶

Youth

In the context of this thesis, the term "youth" will refer to people aged between fifteen and twenty five

² M. Lee & C. Johnson, *Principles of Advertising*, 2nd Ed. Pg 23

³ www.wikipedia.com

⁴ *Ibid*

⁵ J. Wilson S.R. Wilson, *Mass Media/Mass Culture : An Introduction*, United States: McGraw-Hill, Inc. 1998, 3.

CHAPTER 1

1. INTRODUCTION

Media and the youth

The media has often been looked at as both a friend and an enemy of the youth. Many people have pointed an accusing finger at it and blamed it for the high levels of moral decay amongst the youth. With the alarming crime rates and statistics in the country, the media seems to be bearing the brunt for these incidents. In other instances has been looked at as a tool that can be used to enrich and empower people's lives through offering a forum in which people can learn about the things that go on both within and without their borders. The media today has diversified in the range of products that it offers its audiences. It has also become widely accessible to people, mainly in urban cities, especially due to globalization. With this in mind the research takes a look at the media as a tool for information and education to the youth. This

chapter analyzes how the youth relate with the media and how it can be used to help them become more responsible citizens and the future leaders of this country. The study further analyzes at the aspects of identity and role modeling. The area of study is Lang'ata, Madaraka, Sarit Center and Catholic University and focuses on the aspects of socialization, identity, role modeling and endorsements as well as the role of the media in this equation

2. OVERVIEW OF THE LOCALE

2.1 NAIROBI CITY

Nairobi is the capital city of Kenya. It has a population of about four million people. Just like any other cosmopolitan city, there are people from all walks of life and countries. It is also home to people of various economic classes and has the biggest slum in East and Central Africa.⁷

3. MEDIA ACCESS

There is massive access to television, radio, newspapers, magazines and the Internet. Mobile phones have also caught on very fast. It is a rather common site to see young people walking around with iPods, mp3 and mp4 players as well as mobile phones that are Internet enabled and have a music player of some sort.

4. SOCIALIZATION

Socialization is the process by which people become members of their society. It's a subtle process that takes place at the unconscious level⁸. From personal experience

⁷ www.citypopulation.de/kenya.html

⁸ A Berger, *Essentials of Mass Communication Theories*, Pg 62

I can say that socialization is an integral part of my being. I have learnt very many things, both good and bad through socializing with people from all walks of life. There are things that I am yet to re learn because as I have matured I have come to form my own unique personality and realized that some of the things I do or believe in are based on biases that I have formed through interacting with people. Socialization is the background of each individual's being especially because from birth to death one is busy interacting with people and picking up things from the people that they meet.

4.1 CHARACTERISTICS OF SOCIALIZATION

Socialization occurs at five levels. At the **primary level** children learn attitudes, values as well as actions that are deemed appropriate to the members of the society that they are in. This mainly takes place within the family institution. **Secondary socialization** mainly deals with people learning the behavior that is considered appropriate to a smaller group of people for instance at the work place or school. **Developmental socialization** concentrates on learning behavior from social institutions whereby one also develops their social skills. **Anticipatory socialization** refers to the processes of socialization in which a person "rehearses" for future positions, occupations, and social relationships. **Resocialization** refers to the process of discarding former behavior patterns and accepting new ones as part of a transition in one's life. This occurs throughout the human life cycle.⁹

⁹ <http://www.soc.ucsb.edu/faculty/baldwin/classes/soc142/scznDEF.html>

4.1.1 THE MEDIA AND SOCIALIZATION

... the media can teach norms and values by way of symbolic reward and punishment for different kinds of behavior as represented in the media...it is a learning process whereby we all learn how to behave in certain situations and the expectations which go with a given role or status in society. Thus the media are continually offering pictures of life and models of behavior in advance of actual experience.¹⁰

Socialization can also be said to be the process “which enables us to make sense of our world”¹¹ It often begins at birth and continues up until the end of one’s life. The media is the biggest agent of socialization in today’s world. Unlike in the past where socialization was mainly the duty of the community as a whole, global trends and hard economic times have created a rift between parents and their children. In the city of Nairobi, most people do not live with their extended families and so the media and the education system have taken over the role of the family. This is evident in the way young people spend a lot of time consuming media products such as movies, music and news hence are bound to pick up on trends and ideas from all corners of the world. Another thing that they pick up from the media is role models. The youth are at a stage in life where they seek to establish identities for themselves hence more often than not, turn to the media to seek role models. This brings in the question of whether the youth actually reflect on the message that is being passed across critically or they pick up on based on who the messenger is. Marshall McLuhan uses the term “the medium is the

¹⁰ Mc Quail, Dennis. *Mc Quail's Mass Communication Theory: 5th Edition*, pg 494

¹¹ A. Berger, *Essentials of Mass Communication*, pg67

message” as a means of explaining how the distribution of the message can often be more important than the message itself.¹²

5. IDENTITY

Identity is that by which someone is what he or she is; that which characterizes people. It is all their characteristics, which distinguishes someone from other persons or things.¹³

5.1 THE YOUTH AND IDENTITY FORMATION

In social science, identity is an umbrella term used to describe an individual's comprehension of him or herself as a discrete, separate entity. The youth are in a constant war against themselves, trying to discover who they really are. The pressures and external influences, mainly from peers and the media are a major contributing factor to this state of confusion. At this stage in life, it is crucial that the youth are able to identify people that will help them form solid identities and personalities that will sustain them throughout their lives. Through passive observation, I have come to learn several crucial facts about identity formation. There are several factors that come into play as people seek to establish who they really are. These elements include peer influence, cultural influence as well as the media. These spheres of influence have a symbiotic relationship that can almost solely be linked to globalization that has led to widespread technological advances.

5.1.1 CULTURE AND IDENTITY FORMATION

¹² McLuhan, Marshall and Fiore Quentin (1964) *“The Medium is the Message”*, Hardwired, San Francisco, pp. 8-9, 26-41

¹³ A. Musschenga, Concilium 2000. *Personalized Identity in an Individualized Society*, p24

According to Arnett, identity is basically getting to know oneself. It is thinking about who one is, where one's life is going, what one's ideologies are and how one fits in the world around himself/herself.¹⁴

"Identities are highly developed when people are young through enculturation into beliefs, values, behavior and rituals by those close to them."¹⁵ When one looks at today's society, they can see an evolution from the days when people interacted closely with family and community members. Social circles have rapidly grown to accommodate people's diverse networks such as school, work, social scenes and even religion-based networks. This expansion has shrunk closed society networks such as the extended family and even to a great extent the nuclear family. This has in turn led to a noticeable change in the way people are socialized. As stated by Bate, when people are young they acquire their beliefs as well as establish their value system from those who are close to them. In today's society the "belief shapers" for the youth are mainly the education system, peers and the media as these three are what take up a lot of their time on a daily basis. On average, students spend about eight to nine hours in school. This in itself comprises a third of their day. Within this period, they interact with their peers as well as teachers and begin picking up on things that contribute in shaping their identities. When they go home they indulge in the media and pick up even more elements. With the little time left they are probably socializing, catching up on school work or sleeping. There is minimal interaction with their guardians. This is a clear indicator on where young people tend to acquire most of sociological and identity-related patterns from.

¹⁴ J. ARNETT, *Adolescence and Emerging Adulthood: A Cultural Approach*, New Jersey: Prentice-Hall, Inc. 2001, 170

5.1.2 POP CULTURE: A CREATION OF THE MEDIA

Popular culture (or pop culture) is the collection of ideas or memes that are popular, well-liked or common and create the prevailing culture. These ideas or memes are heavily influenced by mass media. Popular culture are the views and perspectives most strongly represented and accepted within a society. Popular culture is also considered to be the widespread cultural elements in any given society that are perpetuated through that society's vernacular language or lingua franca.¹⁶

Nairobi youth have been adversely affected by pop culture. As a city that has a wide array of media products and channels that are mainly European or American, one is more likely than not going to pick up on western cultural aspects. When one looks around, the way that young people dress, interact, behave and even speak has quite some foreign elements in it. These elements usually form what can be referred to as pop culture. It is a very amorphous culture in the sense that it mutates almost overnight. For instance, the genre of music that was very popular towards the end of last year was "Crunk" (Crazy & drunk) music. It originated from the southern suburbs of America and had its own form of slang as well as big neck chains and "grillz" on the teeth baggy clothes and bandanas worn around the neck as a fashion statement. This trend spread world wide. This year (2009), mainstream hip hop is coming back and has brought with it yet another form of slang and fashion. Due to the apparently boring and lack luster local media products available, in order to stay relevant and stand a fighting chance in the ever expanding media world, local producers and entertainers at large have gone

¹⁵ S.Bate, *Understanding Human Societies*. pg22

¹⁶ www.wikipedia.com

ahead to ape foreign content so as to be appreciated by audiences. This is visible in the manner that local musicians rap or sing, and even local productions such as Churchill Live, a local stand up comedy that is done in a way similar to international stand up comedy shows such as Kings of Comedy and Aries Spears.

5.3 STRUCTURAL FUNCTIONALISM FOR SOCIAL CHANGE

Functionalism according to sociologists Emile Durkheim, Max Weber and Talcott Parsons emphasizes the central role that agreement (consensus) among members of a society on morals plays in maintaining social order. This moral consensus creates an equilibrium, the normal state of society.¹⁷ Structural functionalism looks at the society as a system of parts, each with a specific function which complements the others. These functions can be compared to cogwheels. When one breaks down, the entire machine breaks down. In this respect, we can see how identity, socialization and the media relate with one another and how if one of them sends out messages that are inappropriate, a downward spiral begins. The Rwandan genocide of 1994 is a clear example. One community was made to feel inferior to another. This caused them to feel that their identity as Rwandese was downplayed. The other community through socialization by their colonial masters was made to feel that they were better than the other community. The media played an instrumental role in propagating this message which eventually resulted in the worst genocide of the 19th century. Structural functionalism aims at creating a symbiotic harmony in the society so as to ensure a oneness in thought and behavioral patterns.

5.4 CULTURAL RELATIVISM VERSUS CULTURAL IMPERIALISM

Cultural relativism is the principle that states that an individual humans beliefs and activities should be understood in terms of his or her own culture¹⁸ while Cultural Imperialism Theory states that Western nations dominate the media around the world which in return has a powerful effect on Third World Cultures by imposing on them Western views and therefore destroying their native cultures.

On localizing the Cultural Imperialism Theory, Western countries produce the majority of the media that we consume. This is largely because they have the money to do so. The rest of the world, pre-dominantly Third World countries purchase those productions because it is cheaper for them to do so rather than produce their own. For example, television stations purchase a single imported episode for about seventy thousand shillings. Producing one good quality half hour program could cost almost four hundred thousand shillings. In order to stay relevant to the audience, majority of the local programs that are aired have a western theme.

This theory further suggests that humans do not have the free will to chose how they feel, act, think, and live. They react to what they see on TV because there is nothing else to compare it to, besides their own lives, usually portrayed as less than what it should be. On contrasting this to the Cultural Relativism Theory, what comes across strikingly is that people may pick up on all manner of things from the media yet apparently interpret it according to their culture. This theory seems to hold no water when it comes to the media in the sense that people tend to pick up things from cultures more dominant than their own and rather than interpreting the message to suit their

¹⁸ www.wikipedia.com

culture they absorb it as it is. More often than not, young people in Nairobi will be seen behaving like international super stars rather than one of our own superstars. This could be because they have more access to the lives of these people through the media while the local entertainment quantity is still wanting. This leads to the youth neglecting their cultural practices and beliefs without necessarily realizing that what they are absorbing is not necessarily true. A certain rapper in the states was once quoted for remarking that "Kids need to stop believing everything that rappers put out in their music. Half these people who are always busy rhyming about guns don't even own one...the real gangsters don't talk about this kinda thing in their music."¹⁹ This statement shocked many young people and Internet blogs were flaring with comments on the issue, with most people saying that it was about time rappers came clean to their fans and stopped lying to them about their lives. This is a clear indicator that the youth really believe what their celebrities and role models tell them and tend to have mental fixations based on them.

5.5 CELEBRITY ENDORSEMENTS

Endorsements are modes of advertising in which a business utilizes the statements and/or support of outside individuals or organizations in order to increase consumer interest in the product and/or services it sells. The term "endorsement" tends to be more frequently associated with advertising messages featuring public figures (such as celebrities) and organizations.²⁰ Celebrity endorsements are types of advertising campaigns that feature individuals who have achieved a certain level of public recognition because of their achievements in the worlds of sport, entertainment, or some

¹⁹ *The source magazine*, July 2008

²⁰ www.referenceforbusiness.com

other aspect of media and are therefore likely to have a positive impact on the audience.

5.5.1 HISTORY OF CELEBRITY ENDORSEMENTS

World over, celebrity endorsements are believed to have begun in the early 1920's, having been pioneered by John Watson, a retired psychologist (scottsdalecc.edu). Watson exerted a major impact on advertising in the United States through his application of behaviorist principles, an effect that is easily seen and heard in today's commercial ads. Watson believed that people were machinelike. Therefore, their buying behavior could be predicted and controlled just like the behavior of other machines... He emphasized that advertising messages should focus on style rather than substance and should convey the impression of new designs and images.... He pioneered the use of celebrity endorsements for products; the manipulation of human motives, emotions, and needs; and the appeal to basic fears to sell products from automobiles to underarm deodorants. (Schultz & Schultz, 1987, p. 199)

5.1.2 CONCEPT OF ENDORSEMENTS IN KENYA VIV-A-VIS THE WEST

The main reason as to why celebrities get picked to endorse corporate products is so that the company can ride on the fame and the fans.

Artists in America are also mega brands and so an endorsement works in this way, two brands coming together for one purpose, to remain relevant. Kenyan musicians are catching up rather quickly on the trend of turning into a brand. Several artists have started their own websites and even their own clothes lines hence gaining more recognition both as artists and brands.

When it comes to the international market, endorsements are treated more cautiously than in local markets. This is because by the time a celebrity is picked to endorse a product, the advertiser is aware that the product is meant for a very large market and therefore the endorsed person(s) must meet international celebrity standards.

Here in Kenya, corporate companies usually look for a celebrity who can positively identify with the specific Kenyan niche that they are trying to appeal to.

5.1.3 THE PRACTICE OF ENDORSEMENTS

There has been a widespread and universal debate on whether endorsements actually help companies to build brands. There may be a few undesirable impacts of the practice on the brand and the audience. The issue of matching the values of the celebrity with the brand values is also very important, that is, getting the right celebrity to endorse the right brand. For instance, several companies in America such as Wrigley's Chewing Gum found themselves in a fix during the month of February 2009 when a singer known as Chris Brown beat up his girlfriend to the point that she was admitted in hospital. Due to the pressure from activist groups and fans who were threatening to boycott the brand, they had to terminate his contract because people were associating the brand with a girlfriend batterer.²¹ Consumers also tend to perceive brands as having superior quality because they have been endorsed by a credible source. If the source turns out to lose credibility it reflects negatively on the brand. Corporate credibility along with endorser credibility play a significant role in the attitude of the consumer towards the brand and the advertisement respectively. On the other hand, the over popularity of a celebrity sometimes overshadows the brand and to some extent may have negative effects. For instance, Telkom Kenya's mobile phone brand known as Orange endorsed a Kenyan rapper called Jua Cali as their brand ambassador²². The company bank rolled him to the tune of ten million shillings.²³ The researcher sought peoples reactions on this move and what most of them felt was that the company had

²¹ www.Enews.com

²² See appendix 4

spent too much money on one musician and had helped build him as an individual rather than boost sim card and airtime sales. Of the thirty people spoken to, only one had an Orange line and he did not use it on a daily basis.

5.2 ROLE MODELS.

“Individuals compare themselves with "reference groups" of people who occupy the social role to which the individual aspires.”²⁴

A role model can be said to be “any person who serves as an example, whose behavior is emulated by others”. As I conducted my research on who the youth see as their role models, it came as no surprise when each and every single person mentioned at least one celebrity, most of them naming musicians, actors, Nelson Mandela and Barack Obama. I further sought to find out why they chose those they did as role models. I received varying answers which all boiled down to the fact that these young people saw some admirable qualities in the people that they considered to be their role models. I chose to look at a specific Kenyan athlete who has played a significant role in molding the lives of the people in her community and posed a question to some of the youth that I interacted with. I asked them if they believed that Tegla Lorupe had the qualities it took to be considered a positive role model to the youth and what they felt about her achievements in the society. The reactions that I got boiled down to the fact that she had salvaged her community from endless inter community wars that were mainly over cattle through encouraging them to trade in their guns for running shoes. In 2006, she was named a UN Ambassador of Sport by Secretary General Koffi Annan alongside international sports icons such as tennis player Roger Federer. In 2007, she

²³ *Daily Nation Newspaper, Zuqka*

²⁴ www.wikipedia.com

was named the Oxfam Ambassador of Sport and Peace to Darfur. She has also traveled with people such as world renowned actor George Clooney on peace keeping missions to help salvage war torn Darfur.²⁵ Some of the people I spoke to were not aware of some of her international achievements but were all of the opinion that she was a great role model because she gave back to the communities and the people who helped shape her career. This led me to conclude that the youth are simply looking for people who have made a mark in the society to also show them that it is possible for them to be great people in the society. Tegla has used her gift (running) to teach her community that they too can make something out of their humble beginnings. A documentary was recently done about this project. It was clear that her community looked up to her, especially the children who she has given the opportunity to go to school and train as the future athletes of our country.

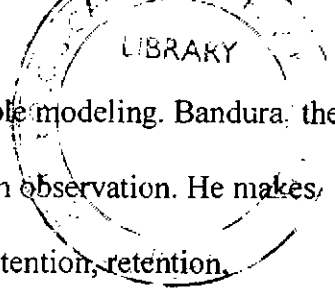
Role modeling is very important to the youth. If they are not given something to believe in they will fall for anything.

5.3 SOCIAL LEARNING THEORY

"Learning would be exceedingly laborious, not to mention hazardous, if people had to rely solely on the effects of their own actions to inform them what to do. Fortunately, most human behavior is learned observationally through modeling: from observing others one forms an idea of how new behaviors are performed, and on later occasions this coded information serves as a guide for action."

-Albert Bandura, **Social Learning Theory**, 1977

²⁵ www.teglatorupefoundation.com



The social learning theory brings out the aspect of role modeling. Bandura, the founder of the theory suggests that people learn a lot through observation. He makes note of four aspects that are key in social learning, that is, attention, retention, reproduction and motivation. For one to learn from others, they must first pay attention to whatever action it is that is taking part. After that the person needs to have the capacity and capability to retain the information so that they can later on be able to imitate or replicate the action. Finally, there needs to be a form of motivation for the person who is learning. For instance, one may be motivated to do something or abstain from it based on the reward or punishment that will follow the action. This theory goes hand in hand with role modeling. People tend to be motivated to ape their role models with the hope of becoming in their opinion achievers just like their role models.

6. CONCLUSION

The era where parents and guardians from within the community were seen as the role models has been over taken by the media due to its wide spread availability and tenacity in propagating messages through celebrities to the youth. This is a clear indication that the media has the power to change the perceptions of the youth and help them become better and more focused individuals.

CHAPTER 2

FIELD RESEARCH

1. Introduction

This Chapter presents the field research conducted to assess the influence the media has on the youth and how through celebrities it can be used to positively impact their lives.

The chapter explains the hypothesis, sampling criteria and the methodology chosen in carrying out the research. The chapter further highlights the procedures undertaken in data collection and data analysis where the need arises for elaboration.

2.NAIROBI

Nairobi is Kenya's capital city and has population of about four million people a majority of which is the youth .Nairobi houses over forty radio stations, two major commercial newspapers, and at least seven television stations, excluding satellite television. The wide spread availability of these mediums of communication have created a scenario whereby the youth are constantly being bombarded with media messages hence many of their beliefs as well as actions are derived from the media.

3. RESEARCH METHODOLOGY

The research that has been conducted is both qualitative and quantitative. I have employed participant observation, in-depth interviews as well as questionnaires.

4. Sampling Criteria

The research used non-probability convenient sampling 100 questionnaires were distributed to the youth aged between fifteen and thirty. The research was carried out in four main regions within the city, that is, Madaraka Estate, Catholic University, Sarit Center and Langata area. The questionnaires were randomly distributed in these areas. The research encompassed both genders, students, employed as well as unemployed and self employed people.

5. Survey Data Collection

All the one hundred questionnaires were distributed in Nairobi during the month of March 2009. Ninety three questionnaires were re collected and the same were recorded as valid and true. The statistical program used for data entry was SPSS.

5.1 Quantitative Data Analysis

Result Tables, Graphs and Charts for Quantitative Analysis

5.1.1 Table 1

Most of the female respondents were aged 19-22 while most of the male respondents were also aged 19-22. This goes to show that most of the respondents were either in college or had just left high school.

**distribution according to age * distribution according to gender
Crosstabulation**

Count		distribution according to gender		Total
		male	female	
distribution according to age	15-18 years	9	11	20
	19-22 years	26	27	53
	23-26 years	9	14	23
	27-30 years	1		1
Total		45	52	97

5.1.2 Table 2

Depending on the number of hours spent consuming the media, a general trend rose when the researcher compared this to the number of respondents who acknowledged that they

had individual celebrity role models. The average number of respondents consumed the media for between seven and nine hours and majority of them acknowledged that they have celebrity role models. Even those who consumed less media hours acknowledged the presence of a celebrity role model in their lives.

distribution by consumption * distribution according to personal role models
Crosstabulation

Count		distribution according to personal role models		Total
		yes	no	
distribution by consumption	less than 3	6	1	7
	4-6	20	7	27
	7-9 hours	40	18	58
	10 -12 hours	2	1	3
	more than 12 hours	1	1	2
Total		69	28	97

5.1.3 Table 3

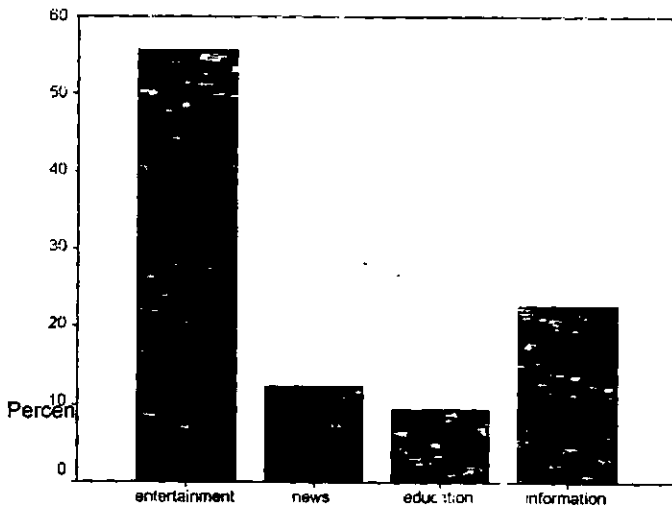
According to my hypothesis, the media does not offer enough educative content to the youth. This research established this. From research findings, the youth, regardless of how much time they spend consuming the media, felt that the media mainly offered entertainment content to the consumers. Most of the respondents felt that the educational content was less than twenty percent.

distribution by consumption * distribution according to educative content

Count		distribution according to educative content			
		less than 10 %	10-20 %	20-30%	30-40 %
distribution by consumption	less than 3		4	3	
	4-6	6	18	3	
	7-9 hours	4	38	11	4
	10 -12 hours	1	2		
	more than 12 hours		2		
Total		11	64	17	4

Graph 5.1.4

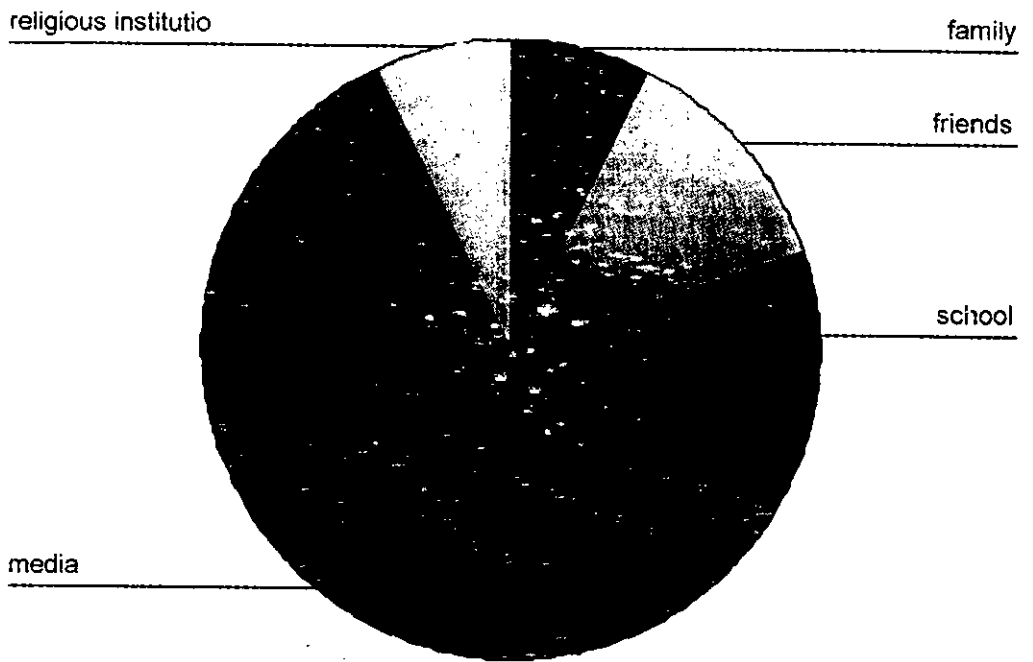
In question 4 I sought to establish what the youth in Nairobi use the media for. The results that indicated that about 55% of the respondents used the media mainly for entertainment purposes. Those that used it mainly for information came to slightly over 20% while those who used it for news came to about 10 %. Education was the least sought after, barely reaching 10%. From these results it is clear that the youth heavily indulge in entertaining themselves and hence creating an educative forum that is at the same time entertaining would help improve their lives.



distribution according to use

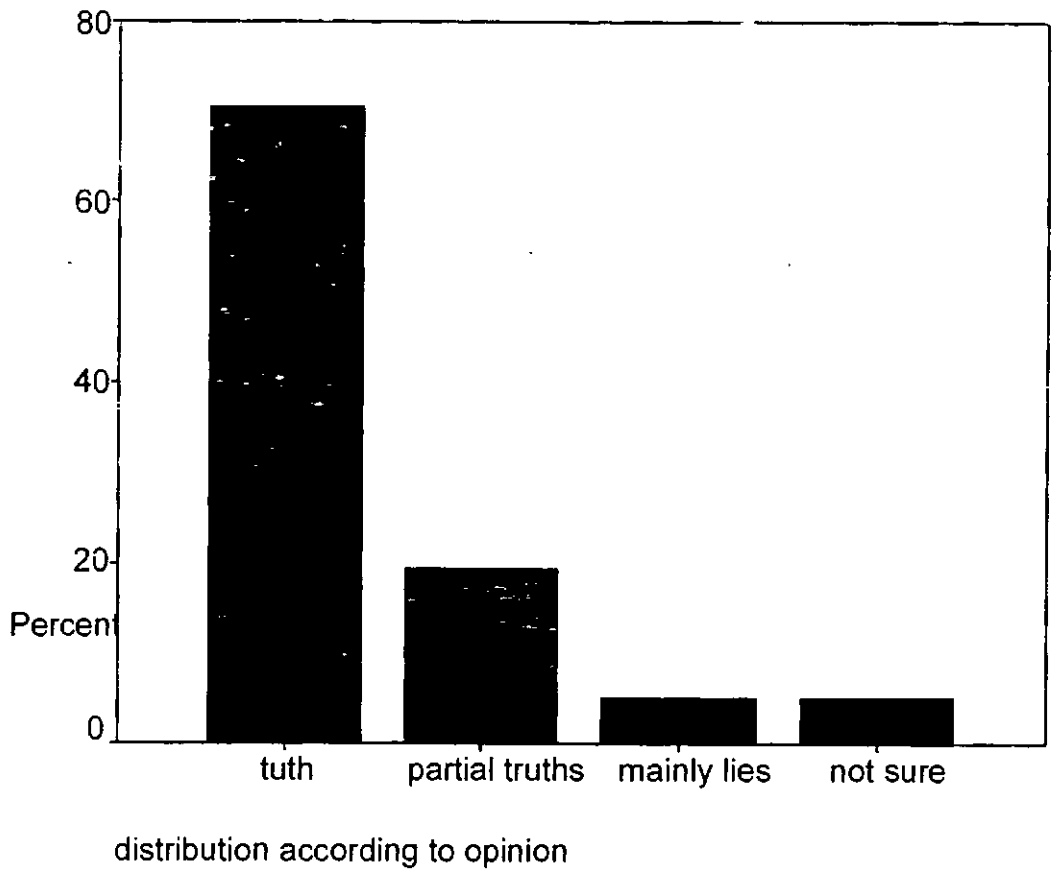
5.1.5 Pie Chart 1

Question 10 of the questionnaire aimed at establishing where the respondents sought the greatest percentage of information. The question offered the option of the media, religious institutions, family, educational institutions, friends as well as an open option for those who had other sources. The media emerged as the most preferred followed by friends and then formal education systems. This indicates a shift in how people seek information from the society to the media. With this shift in mind and having already established that the youth do not believe that there is enough educational content in the media, we can see that the youth are absorbing a lot of information from the media that is not necessarily enriching their lives yet it has taken over the role of parents and guardians as the main source of information.



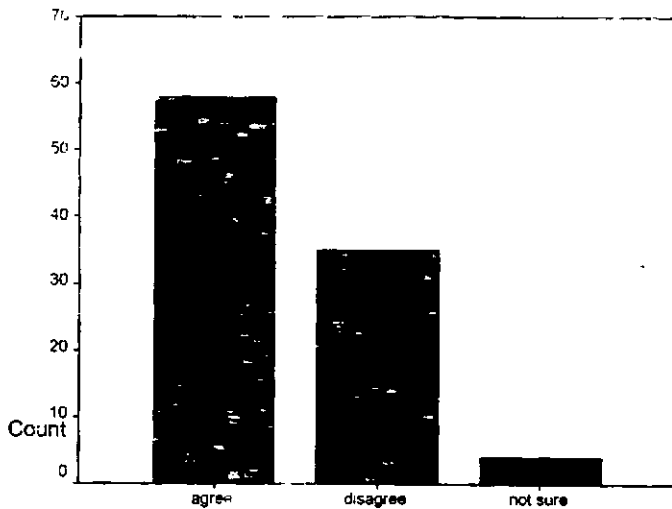
5.1.6 Bar Graph

As seen in the above graphs and charts, media consumption among the youth is high



5.1.7 Bar Graph

As is evident from the graph below, the youth believe that the media mainly has negative influences on the youth and hence from this we can derive that this is due to the amount of media that the youth consume as well as the media content.

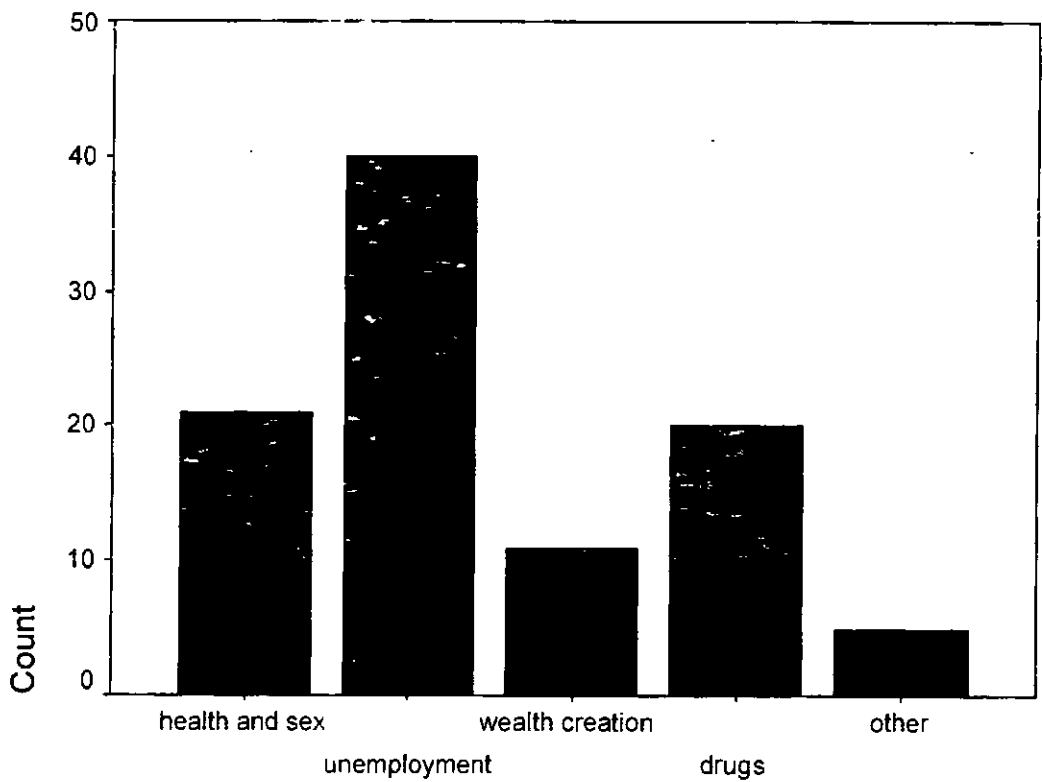


distribution according to -ve media influence

5.1.3 Bar Graph

This question wanted to establish the major challenges that the youth face so as to find a way of addressing these issues through the media as we will see in chapter three.

Unemployment was the issue that was raised by most of the youth. It was established that this could easily relate to crime rates within the city which more often than not are perpetrated by young people. Sex and health issues as well as the issue of drug abuse and alcohol came in second and third with only a tiny percentile difference. Interestingly enough, very few respondents chose wealth creation. This is alarming because it suggests that many young people only look at employment as being formal and official and do not consider entrepreneurship as a way of sustaining themselves.



distribution according to challenges faced by the youth

5.2 Participant Observation

5.2.1 Madaraka Estate (Jomino Entertainment)

Madaraka is approximately two kilometers from the city center. It is a middle class residential area. I conducted my participant observation from Jomino Ent, a music production studio that is constantly busy with people from all walks of life trying to get a music recording deal as well as people who simply want to catch a glimpse of their

favorite musicians and celebrities. I aimed at establishing a rapport with the people who frequent the studio and also to find out what it was that made them want to become “celebz”. From the interaction that we had, I came to learn that there were several motivating factors such as the apparent money that “celebz” make, the fame as well as the thought of people considering them to be special and in a class of their own due to their perceived status among the youth. The researcher carried out this observation on four different occasions over a period of two months. The reason that the researcher spaced the occasions was so as to interact with different people while at the same time wanted to carry out my research at times that I knew the studio would be very busy. From my personal passive participation I also came to see how celebzs interact with the fans. Considering that I have interacted with many celebrities on a very personal level, I noticed that when they are dealing with fans they are completely different people and put on a certain façade so as to ensure that they maintain the image that they would like their fans to perceive as the real them. This apparently helps them to maintain private lives as well as an image that will sell with the fans.

5.2.2 Sarit Center

The research was conducted at Sarit Center on two separate occasions. The first was at the Annual Kenya Music Week that took place in December of 2008. Music Week is a forum whereby musicians as well as producers get to interact with their fans while at the same time selling their music and striking up new business networks. Music week attracts thousands of interested investors as well as youth who want to purchase music and even clothes as well as interact with their celebrity icons. The researcher attended the last two days of the function. From interacting with some of the youth, she

concluded that most of them were there mainly hoping to get a chance to meet their local role models face to face and to take pictures with them. This opened my eyes to the fact that the youth are very keen on utilizing any opportunity that they get to at the very least talk to their role models and other celebrities. They are keen on striking up some sort of relationship with these people who they look up to yet rarely get the opportunity to meet them. The second place that observation took place was at a music store within Sarit center. The researcher was there for two Saturday afternoons, hoping to observe peoples music shopping trends as I tried to figure what would make them pick one artistes music over the other. This music store has a rather eclectic range of music and this helped me a great deal. The researcher observed that people purchased more foreign than local music from this store. The people that she spoke to had the same sentiments. They chose to purchase music either due to its current popularity among the youth or because they liked the message that the musician was passing across. This helped me solidify my hypothesis. The youth are influenced to a great extent by what their peers think, as we have seen from the reasons that they may choose to purchase certain music. In addition, in as much as the youth thrive a lot on entertainment they also want to learn or pick up something while they are being entertained.

5.3 In depth interviews

During the month of March the researcher interviewed several people who she thought would add some valuable insights to this research. They comprised of celebrities, people who have close relationships with these celebrities as well as several

youth. The researcher interviewed seven males and seven females all aged between fifteen and twenty five. Also interviewed were three musicians, one music producer as well as a writer for an entertainment magazine so as to get varying perspectives on what they think about the relationship that the youth have with the media and to establish how this relationship can be used to improve their lives.

The researcher chose to use one In Depth interview from each of these categories so as to get a broad perspective on what the media, the youth as well as celebrities perceive on this area of research so as to be able to exhaustively come up with a solution that would benefit the youth in general.

Case Study #1: Angeline Wangui

Angeline is a twenty one year old lady who is currently a student. She resides in Madaraka Estate According to her the youth, her included, have been directly and indirectly affected by celebrities. This she attributes to what she calls the “media explosion” whereby the youth are surrounded by the media and are therefore forced to pick up patterns and habits from it. On a personal level she says that she can relate to local musicians quite easily because of the fact that they are in the same age bracket and therefore they encounter the same experiences in life. She quips that though most of her celebrity role models are not Kenyan, the Kenyan ones greatly impacted her choice in the last General Election because she was not sure about who to vote for. And therefore she voted for the person who “was being supported by the most level headed musicians.” When it came to her spending patterns, she said that she buys things that are in fashion. She says that she finds out what is in fashion from the internet or from local celebrities and purchases them. She also believes that the media is not doing enough to

help the youth shape their future. This she says is because the media mainly offers entertainment and the media does not go out of its way to help people realize that not everything that they see, read or hear from the media is absolutely true. She also adds that the media can do more to help the youth by teaching them ways of income generation, teaching them more about their Kenyan heritage and also advocating for safer sex.

Case Study#2: DNA

“DNA” is a twenty seven year old Kenyan musician who over the last two years has become a force to reckon with in the music arena. His biggest hit song “Banjuka” was also used in a Celtel (now Zain) advert and he is currently the UN youth ambassador for the “say no to drugs” campaign. He says that as a musician he knows that the youth look up to him and other musicians as their role models. He believes that he influenced the decision of very many young voters who look up to him as a role model in the last general election. In addition, according to DNA, the media as well as celebrities owe it to their audiences to in one way or another help them improve their lives. The media according to him has highly unutilized potential to teach the youth through entertainment forums on issues that affect their lives. The one outstanding thing that I picked when interviewing DNA was him placing great emphasis on the power that celebrities and the media have in shaping the opinions of the youth. He said that the reason that the youth turn to celebrities rather than their parents or guardians or even teachers as their role models is because they are tired of having all their actions judged by these people. The youth believe that celebrities understand them and hence do not

pass judgment unlike their parents who are from a different generation and therefore apparently do not understand them. He suggests that it is crucial for the media and the celebrities to work hand in hand to create role models that the youth can positively identify with.

Case Study #3 Stevo

Stevo is a music producer at in one of Kenya's leading and fastest growing audio recording studio in the country. His perspective on the relationship between the media, youth and celebrities is rather simple and straight forward. He says that they have a symbiotic relationship and that Kenyan media is a representation of what the media all over the world does. He says that the youth pick up on trends mainly from the western media and due to the massive infiltration of western media local media has no choice but to be fashioned in the same pattern in order to remain relevant among the youth. As a music producer, he says that in as much as he would not like his children in the future to listen to some of the music he produces due to its lyrical content, he is of the opinion that this is simply a reflection of what the youth want to listen to as well as what the reality on the ground is. He adds that today music is all about sex, partying and alcohol. I tried to establish if he thinks that this has in any way influenced the behavioral patterns of the youth. He said that their lifestyles are greatly influenced by the media and that if musicians were to change their lyrical content and send out more positive messages, in the short run they would lose out on their fan base but once people realized that this was actually a change in the right direction they would willingly accept it.

Case Study #4

S. Muendo is a leading entertainment writer with the country's most popular print magazine (The Pulse). According to him, the media is only the messenger and often gets confused for being the message as well. He says that the media simply keeps up with global entertainment trends. He was quick to add that the media can and should do more in terms of educating the youth on crucial matters such as health as well as relevant information such as wealth creation. He added that the publication that he writes for has been kept alive by the youths' insatiable demand for information on their celebrity role models, therefore showing that these celebrities have a very huge impact on their lives and would hence be the perfect messengers (through the media) to advocate for positive lifestyle changes among the youth.

7. Media Theories

7.1 Source Credibility Theory (Hovland, C., Janis, I., Kelley, H. 1953)

The Source Credibility theory suggests that people are more likely to be persuaded when the source presents itself as credible.

The central premise of the theory is that the acceptance of the message depends on the qualities of the source. Expertness and trustworthiness are the two key qualities that, if present to a sufficient degree, will lead the audience to accept and internalize the message.⁶ This theory suggests that the source of the message who in this case is the celebrity should have a wealth of knowledge on the subject that he is advertising. When

it comes to trustworthiness, the theory states that the source should be willing to make honest claims with no other vested interests. This is rarely ever the case because more often than not the celebrity is paid for the services that they have offered in advertising the product. The audience is therefore more likely to think about trustworthiness in the sense of whether the celebrity prior to the advertisement is known to the best of their (audience) knowledge to be a trustworthy person. For example if the stated celebrity has been involved in sex scandals in the past and the audience is aware of this, they are not likely to accept a message on abstinence from them. According to P. M. Kalellis, "As we conceive an idea, we also form an image of something from what we have read or heard from others...An image not only revokes what is present, but it also enables a human being to retain an emotional disposition towards an absent object".²⁷ The audience perception of the celebrity in relation to how trustworthy they believe they are can make or break an advertising campaign.

7.2 Source Attractiveness Theory

The source attractiveness theory suggests that the acceptance of the message depends on the attractiveness of the source, which in turn depends on three central attributes: familiarity, likeability and similarity. Familiarity is whereby the audience can relate to the celebrity through exposure over periods of time. This occurs when the audience is used to seeing or hearing about the celebrity and therefore forms a sort of relationship with the celebrity. Once this is established then the audience is more likely to accept the message because they have formed a sort of relationship with the celebrity.

²⁶ G. J. Tellis., *Effective Advertising*, pg181

²⁷ P. M. Kalellis. *New Self-Image*, pg 43

This has its advantages especially when introducing a new concept or product to the market, in this case the concept being a change in lifestyle. By virtue that the concept is to some extent unfamiliar, it helps the audience be more willing to try it out because they can relate to the celebrity and therefore they feel more comfortable trying out the product. Likeability is mainly about the physical appearance of the celebrity. If the audience thinks that the celebrity is physically attractive then they are apparently more likely to be receptive of the message. Similarity is all about how the audience sees a resemblance between them and the celebrity. For example if a person sees a similarity between them and the said celebrity, say the manner of dress, physical resemblance, historical background etc they may feel drawn towards the celebrity and accept the message that is being brought out.

7.3 Uses and Gratification Theory (Mc Quail 1983)

This theory questions what the audience uses the media for and how they use it. There are many factors that dictate what an audience will use the media for and in the field of research we find that most use it for entertainment and in regard the aforementioned theory it serves as the process of diversion. Mc Quail says that the most common media uses are in the audience pursuit of information, personal identity, integration and social interaction and entertainment. When people consume the media they have expectations that they would like to be met. These include escaping from the harsh realities of the world by say watching a comedy, the need to be informed about what is going on in the world by watching news and wanting to know how the social

order operates in the world around them by watching movies, music videos, listening to the radio etc.

8. Conclusion

This chapter has presented an overview of the previous research which is succeeded by this project. With a connection of the prior findings, to the audience research that was carried out, this chapter tries to show the relevance and need for this project.

There is evidence of the need for a close relationship between the media and celebrities so as to provide the youth who in the first place keep them in business with an interactive avenue between them and their role models so as to improve their lives and have access to information that will teach them on how to change their lifestyles positively.

To the urban youth, music is not only a form of expression and entertainment. They find their identity through it and relate to the musicians on a very personal level because they see their reflections in them so to speak. The media is the only medium that can reach vast numbers of people and considering its impact on the lives of the youth it would be an even more powerful media if it was used to entertain while educating the youth through a forum that they will be willing to be a part of while at the same time entertaining them. This will come out more clearly in chapter three which deals with my proposed communication strategy.

CHAPTER 3

COMMUNICATION STRATEGY

1. INTRODUCTION

The urban youth of Nairobi as we have come to see have various needs some of which can be addressed through media. With this in mind I am proposing this radio project in an effort to improve the lives of the youth through involving them and helping them make the right decisions about their future while at the same time empowering them with information that will help them make more informed and inner driven adults.

2. NEEDS ASSESMENT

The youth in Nairobi are constantly bombarded with vast and often conflicting information. This puts them in a state of confusion as they try to discover their identity

and purpose. These young people need positive role models that can help them give direction to their lives and help them develop into responsible and goal-oriented adults.

3. RADIO IN THE PROCESS OF IDENTITY FORMATION

Identity formation is the process of the development of the distinct personality of an individual regarded as a persisting entity (known as personal continuity) in a particular stage of life in which individual characteristics are possessed by which a person is recognized or known (such as the establishment of a reputation).²⁸. The media plays a very crucial role in identity formation and decision making. Through repeated exposure, use of experts, commitment and creation of scarcity, the media is able to get into the minds of consumers, causing them to think and react in certain ways. In the context of this project, we will use repeated exposure, use of experts who in this case will be the youth who will be highlighting the issues that young people have as well as celebrities and media personalities who the youth look up to as role models. In addition when necessary field experts will be called upon to shed light on complex matters. The youth are the experts in the sense that they understand what they go through as they form their characters and hence are in a good position to discuss these issues clearly rather than someone who is not at this stage of life.

4. PROJECT STRATEGY

My communication strategy is a program in the form of a music show. This format was chosen based on the fact that radio is widely accessible and because the

youth have developed more of a listening culture due to technological advancements such as mp3 and mp4 players as well as radios in their mobile phones. In addition, radio is a mobile medium in the sense that one can listen to it anywhere while doing other things at the same time. The program will also have some talk show elements where there will be musicians as well as media personalities in the panel. This will be for the sake of discussions and debates that will be taking place through out the program. The panel will also have young people in it as they are the main focus of the program, and in this case can be considered to be experts in the field because they will be talking from a real life perspective as they shed some much needed light on various topics under discussion. The primary audience of the program will be young people aged 15-25. This age bracket mainly comprises youth in secondary schools, tertiary level facilities and people who are just starting out their careers. This choice is based on the fact that these people form the bulk of the country's population hence they are the leaders of future generations. If their lives can be transformed positively then this effect will be passed on to future generations. In addition, the Role Modeling Theory will come into good use because the youth will be able to easily relate with the panelists. The duration of the programme (4 months) is based on the Cultivation Theory whereby repetition helps people to remember and implement changes through constant reminders.

5. PRIMARY TARGET AUDIENCE

The primary target audience for this radio show is Nairobi youth aged between 15 and 25. This choice is based on the fact that these young people are at a stage in life whereby they really need guidance in establishing and solidifying their identities and building their future to ensure that they are capable of steering Kenya in the right

direction and elevating it in terms of development. In addition, at this stage the issue of role modeling is very crucial to the youth as they seek people who can guide them when it comes to decision making

6. COMMUNICATION OBJECTIVES

The main purpose of the project is to offer an entertainment forum for the youth while at the same time giving them a place where they can seek answers to the questions that they may have without being judged or condemned. The show will also aim at sparking changes in their thought patterns as well as the detrimental practices that they may have.

7. BENEFITS OF THE PROPOSED PROJECT

As a young person who has undergone and overcome several challenges that are common among the youth, the researcher feels that it is her responsibility to share what she has learnt, both from school and real life experience with my fellow youth. As a communicator she feels she has better understanding of how the media can positively influence the lives of the youth and so has chosen to use this very same forum to educate and improve the lives of young people in Nairobi. The researcher has opted to use a music program for this purpose because music is a very powerful way of attracting the attention of the youth. This program will target youth who listen to all genres of Kenyan music because it will have a rather eclectic play list.

8. PROGRAMME OVERVIEW

The programme will be called “**JANJARUKA.**” This is a common slang word that means “wise up.” This word will be used to show the youth that it is about time they became more conscious on the choices they make while at the same time take more control of their lives considering that their choices will adversely affect future generations. This show will make a great effort in creating awareness on the problems that the youth have when it comes to decision making in regards to their future while at the same time coming up with workable solutions that they will be involved in developing and implementing.

9. FORMAT

JANJARUKA will take the form of a music programme with elements of a talk show. The music that will be played on the show as mentioned above will be rather eclectic. However, a great percentage of the music will be local. This is because the show will aim at localizing the issues of the youth and helping them to positively identify with Kenyan musicians as their role models.

9.1 CRITERIA FOR SELECTING PANELISTS

As stated above the panel will have three members comprising of one male and one female youth representatives who will be co-creators of the show as well as one celebrity. This choice is meant to strike a gender balance and also involve a person whom the media look up to as a role model so as to ensure that the impact of the program is widespread. To ensure that the audience participates in the show, they will be allowed to vote for the celebrity's and topics of discussion that they would like to have on the

show. In addition they will be fully in control of the music play list. To have their favorite songs played they will need to text or call in. This will help ensure that they feel that the program belongs to them so they will participate actively.

10.0 PROGRAMME STRUCTURE

The programmes will be aired once a week on Saturday morning from 9-12 am. It will run on 91.5 Homeboyz Radio. The station choice is based on research findings which have identified it as the most popular station among the youth. In addition, the choice of this station is also partially due to the programme format of the station. They play a significant amount of local music. The main aim of this is to promote local talent as is clearly seen in the way they regularly invite new talents to the studio for interviews.

JANJARUKA will run for a period of four months. The first three months will focus on educating them and creating awareness on the issues that affect their lives on a daily basis while the final month will concentrate on getting them to actively involve themselves in workshops that will be taking place over a period of time. The entire campaign will culminate in a concert movement that will be dubbed “mtaa kwa mtaa”. Based on the research findings, the main topics of discussion will be identity formation, health and drug issues, unemployment as well as methods of income generation and education.

The first month will intensely deal with identity formation issues. The reason for this is that in order for a person to undergo holistic development they must first be aware of who they are and what they are capable of. This will aim at enlightening them on their inner beings and helping them to become more in touch with that being rather

than with their superficial character that is mainly dictated by pop culture. The first week will focus on establishing who the youth think they are and what they believe forms the backbone of their identity. They will be encouraged by a counselor to open up and share their views in a fun and safe environment where they will not be judged about their beliefs. The counselor will offer insights on what identity is and what it really takes to establish one's identity. The youth will also be guided on how to evaluate who they are versus who they think they are.

The second week will delve into the details of character formation. As the youth will have already voted on the celebrities or media personalities that they would like to have on the show, the celebrity with the highest number of votes will come on to the show in the capacity of a role model for the youth. Through interaction with the youth they will be able to share their experiences on what it has taken them to get where they are and also help the youth to believe in their potential. As we have already established the youth consider celebrities to have a great influence in their lives especially when it comes to decision making. If these celebrities can be used as positive motivating factors for the youth in their search for their identities then there is a chance that they will end up being more responsible and driven people.

The third and fourth weeks will also focus on the same issues. Each week will have a different celebrity in the studio. There will be a gender balance even when it comes to the celebrities who come, so as not to leave any gender feeling alienated. The second month will concentrate on health and positive living. Due to the specialized information that will be needed in this section in addition to the youth panelists and the celebrity panelist, there will also be a medical doctor in the studio. The reason for this is

that in an era where diseases such as HIV and sexually transmitted diseases are on the rise, it is critical for the youth to be informed on what is happening around them as well as being taught how to take care of their health so as to live productive and long lives. Considering that experience is a good teacher, we will involve a young person living with HIV to be one of the panelists. The reason for this is the high levels of stigmatization that people living with the disease suffer on a daily basis. The youth are the hardest hit by this disease and so in order to save our future generations it is necessary to educate this generation and help them protect themselves from HIV amongst other diseases.

The second week will focus mainly on dealing with questions that the youth may have about their health. These questions will be answered by a professional. The third week will see a celebrity who will have undergone a slight degree on the subject helping the youth to understand that their health is very important if they are to be productive people in the society.

The fourth week will aim at demystifying the stigma around HIV and other diseases. By having a HIV positive young person in the studio interacting with celebrities and other panelists, this will go a long way in showing that the disease is not contagious. In addition, this show will concentrate on helping the youth to realize that HIV is not a death sentence. They will also learn how to stay healthy say through eating right, exercising and avoiding risky behavior. This month will be dubbed JANJARUKA KI AFYA (Get informed up about your health).

The third month will deal with money matters. The youth are constantly wondering how to make money so as to gain financial independence. In this month they will be taught

how to achieve this independence through engaging in several forms of income generation. In the first week the show will concentrate on showing them the need of seeking a good education. The panelists will comprise a celebrity who has acquired the education and he/she will help answer questions that may arise on the subject. The second week will focus on formal and informal employment. This show will have a celebrity who has worked in both capacities as well as a young person in formal and one in informal employment. The purpose of this is to highlight the choices that the youth have when it comes to making employment decisions.

The third week will focus on entrepreneurship, or as the youth refer to it “the hustle”. The main aim of this will be to show the youth that they need not only rely on formal employment to earn a living. They can also start their own businesses and even become employers in the long run.

The final week will deal with investment and saving. Many young people are always broke mainly because they do not save the little that they get or because they do not know how and where to invest. The panel will comprise of a celebrity who has managed their money well, a financial advisor as well as two young people who will steer the debate on behalf of the youth. This month will be dubbed **JANJARUKA KI MKWANJA**, which in English would mean “wise up about your money.”

The final month will generally be a recap session whereby the main issues that were established are highlighted again as the youth share their new found knowledge with each other. This month will also be used to hype *mtaa kwa mtaa* which will take place on the last Saturday of the month instead of the regular show. *Mtaa kwa Mtaa* will see several mini concerts taking place all over Nairobi at the same time. These concerts

will mark the end of the four month programme. They will serve to entertain the youth while they interact with their role models on the issues that they have been speaking about and also discuss solutions to these issues. The celebrities will be endorsed as youth ambassadors campaigning for change among the youth.

11.0 ELEMENTS AND CONTENTT

The programme will have a main host who is conversant with the issues of the youth and who at the same time has vast media experience in conducting talk shows. As mentioned earlier, there will be three or four panelists on each show depending on whether a professional's opinion is needed or not. The main purpose of the panelists is to steer the discussions and debates and enable the audience to flow with the programme. The panelists also help create a relaxed and interactive atmosphere unlike if it was just one way talk show or one that did not leave any room for heated debates.

This programme will be composed of music talk/discussion/debate. The music will serve the purpose of holding the attention of the audience by entertaining them.

Through out the show there will be music which the audience will be free to select through out the show through calling in and sending text messages. The talk will form about 40% of the show. This choice of percentage is based on the fact that we do not want to bore the audience with too much talk but at the same time it must be sufficient enough time to get the message across. The concept of JANJARUKA aims at entitling young people to holding and airing their personal opinions while not being judged for their beliefs. I conferred with several musicians before coming up with the concept and

they were of the opinion that the reason that the youth turn to them as role models is because they (youth) can look up to them without being judged, as is the case with the parents, teachers and even religious institutions. With this in mind, JANJARUKA will give them a secure forum to speak freely while at the same time getting educated and informed on the choices that they make and ought to make.

12.0 SUMMARY

JANJARUKA will take the basic format of a radio music show. It will encompass the elements of vox pops, music breaks, commercials from sponsors, news bulletins and even call in sessions. The program will run from 9am to noon. This is because most people are awake at this time, probably doing household chores or other things. In addition, most television stations at that time are airing children's programmes, leaving out the older people hence they do not have much entertainment that time

GENERAL CONCLUSION

1. Original Objectives

With the understanding that the media is a significant part of the youths lives, my main objective was to find out how it can be used to enrich the lives of the youth through involving celebrity figures who would also stand out as role models for the youth. Through some research that I had previously carried out I established that the youth were in dire need of people who could help them steer their lives in the right direction. Therefore another of my objectives was to establish an entertaining yet also informative and educational means through which celebrity role models through the media could serve as teachers for the youth.

One of my long term objectives was to create a forum that the youth could rely on to help them find answers to their problems that are otherwise not forthcoming. I plan on doing this by using radio as a major messenger especially because of the fact that technology has evolved and while it made radio an even more available technology through other electronic gadgets such as mobile phones. Through radio I intend on creating a scenario whereby the youth take a keen interest in their future and begin to take measures that will help them achieve a bright and development oriented future.

2. Achievements

Through this research I have achieved several things. First and foremost I have been able to highlight the power of the media as a communication tool. Secondly,

through research and statistics as well as incorporating the reality on the ground based on technological advancements I was able to establish that radio would be an effective tool in reaching the greatest number of young people at the same time My greatest achievement through out this project was coming up with a practical communication strategy that can be implemented with the aim of educating the youth through entertainment. I feel that this programme would go a long way in changing their lives for the better. As a young person I would be able to relate comfortably with this programme and since most young people go through the same things I believe it would also go a long way in helping others.

3.Challenges

The greatest challenge when it comes to implementing the communication strategy would definitely have to be getting a programme slot on Homeboyz Radio. Considering that the station already has a laid out programme schedule it would be an up hill task convincing them to switch their programming for a couple of months so as to make room for “Janjaruka”. Another challenge would have to be finances. In order to run such a show for a quarter of a year quite some money would have to be pumped into it. Though sponsorship would probably be the best option, it would be tricky to ensure that the stations commercial interests as well as those of the sponsors do not overshadow the main purpose of the show. Finally considering that the programme will be running live it will mean that the panelists would need to receive some basic training in radio so as to ensure that they have an idea on how to conduct their affairs while in the studio.

4. Recommendations

In as much as “Janjara” is a four month programme, the need to keep bombarding the youth with relevant and useful information can never be over emphasized. Such initiatives have the power of changing the lives of the youth in very great ways and so it would be a good idea if other radio stations as well as even television stations took up such initiatives as part of their corporate social responsibility programmes.

Celebrities on the other hand have only their fans to be grateful because these people are more or less their direct employers. With this in mind they too need to make a non profit oriented attempt at improving the lives of those that believe in them. This could include engaging themselves in activities such as feeding programmes, clean up activities and even going to schools to encourage the youth to focus on getting themselves a good education. I would go a step further in recommending that a policy be put in place whereby a watershed is implemented when it comes to both audio and visual programming. Some of the lyrical and visual content that children are exposed to is unbecoming and this has adverse short and long term effects. For instance, kids are engaging in sexual activities at much earlier ages and this can be blamed mainly on the content that they absorb from the media. Were this watershed to be implemented, kids would be protected from this information which they may be too young to properly comprehend and may simply imitate because they saw a famous person doing it.

Appendix

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4

In your opinion are there any celebrity role models in Kenya?

Yes No

Do you have a Kenyan celebrity role model?

Yes No

Do you think that Kenyan celebrities and media personalities make good role models for the youth?

Yes No Not sure

WHY?

Where are you most likely to seek relevant information on any topic?

Family Friends School Media
 Religious institution

Name any Kenyan celebrities or media personalities who have played an outstanding role in educating the youth

Compared to entertainment that the media offers, what percent of it do you think has educational content?

less than 10% 10-20% 30-40% 40-50%
 more than 50%

I think the media tells

The truth Partial truths Mainly lies
 I'm not sure

The media has helped create more responsible youth in Kenya (Tick one)

Agree Disagree partially agree
 Not sure

The media has had more negative than positive influence on the youth

Agree Disagree Partially agree
 Not sure

The media has had more positive than negative influence on the youth

Agree Disagree Partially agree
 Not sure

Foreign media has corrupted the values of youth in Nairobi.

- Agree Disagree Partially agree
 Not sure

If you agree what are the main consequences of this proble?

- Increased promiscuity Loss of societal values
 Vulgar language Loss of cultural values
 Other(specify)

Please list (if any)the educational programs that have influenced your decisions

Kenyan media (tick one)

- Is mainly responsible in the manner that it presents information
 Is mainly irresponsible in the manner that it presents information
 Not sure

What according to you are the main challenges that the youth encounter as they develop into maturity?

How can the media be used to help improve the lives of the youth in Kenya?

Which is your favorite TV station?

Which is your favorite radio station?

APPENDIX 3: PROGRAMME TEMPLATE/SAMPLE

TEMPLATE: WEEK ONE OF 'JANJARUKA (9 :00pam-12:00 pm)	
Topic : Identity....	
Time	Content :
9-9:30 am	<p>Introduction: The host introduces the topic of the day well as the panelists. The show begins with a sign tune followed vox pops on the topic. There will be music breaks in between avoid boring the audience.</p>
9.30-10 am	<p>Point Blank : In this half hour session, the panelists and host give their candid and personal views on the subject of identity issues among the youth. The host of the show must maintain order the studioso as to let everyone have a chance to express themselves. Once again music will be used to break the talk monotony.</p>
10-10:30 am	<p>Sauti za mtaa: As the segment name suggests, this half hour will be dedicated to letting the youth express their opinions on their identity issues without being judged. This will open up an avenue for a debate later in the show.</p>
10.30-11.15 am	<p>This will be a highly interactive segment whereby an expert such as a psychologist will shed light on the issue of identity among the youth. The panelists will shed some light on their experiences as youth and also on how they impact the youth when it comes</p>

	<p>their quest to establish their identities. In addition the youth plus panelists will discuss how they and the media can work together to help the youth figure out who they really are. Due to the heaviness of this segment, it will have just two music breaks. One at the halfway mark so as to avoid cutting the flow of the discussion and another one right at the end to mark a transition to another segment.</p>
11.20-11.40am	<p>The wrap up:In this segment the host will recap the highlights of the show and let any listener who has quick questions the panelists to raise them.</p>
11.40-11.55 am	<p>In this laid back segment the youth get to request their favorite songs as well as call in and ask the panelists questions on any other topic that they may be curious about. This segment is meant simply to entertain the audience.</p>
11.55-12.00 pm	<p>Outro : The host wraps up the programme, the panelists give their parting shots and the next week's topic is made mention of. At this the show comes to an end.</p>

APPENDIX 4

BUDGET AND TIME FOR IMPLEMENTATION

To implement this programme, I will need one radio station and one television station to broadcast the « mtaa kwa mtaa » concerts. This essentially would boil down to getting approval from the stations to air the programmes as well as bringing corporate sponsors to help foot the expenses. Considering that the panelists will not necessarily have any training in media it would mean that money would have to be set aside to hire a facility as well as someone to give them basic radio and equipment handling training. This project could need about a million shillings for it to be a success. This money would mainly be used for hiring equipment such as cameras, personnel and venues for the concerts, advertising the programme, buying space on the television station for the live concert broadcasts and so on.

my life
my style
my flava



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