

**Abstract:**

This study evaluates the role of the East African Standard in promoting the interests of European settlers in colonial Kenya. Throughout the colonial period the settlers put pressure on the Colonial Government demanding favorable colonial policies. They strove to ensure for themselves a privileged and advantageous position in the country and remained hostile to the aspirations of Africans and Asians. The East African Standard manifested a profound sympathy the settlers' aspirations. The newspaper was in the forefront in supporting policy changes that were favorable to the settlers. As an agency of public opinion, the East African Standard played a prominent function in ventilating the settlers' feelings and attitudes. In addition, the newspaper served as the advocate for settler interests. This study is an attempt to examine in detail the role of the East African standard in advancing the concerns of the European settlers in Colonial Kenya. It provides significant insights into the colonial history of Kenya as it was reflected by the Colony's.