



UNIVERSITY OF NAIROBI

SCHOOL OF JOURNALISM AND MASS COMMUNICATION

MASTER OF ARTS IN COMMUNICATION STUDIES

**SUCCESSSES AND FAILURES IN PUBLIC COMMUNICATION: AN EVALUATION
OF STRATEGIES, METHODS, CHANNELS AND EFFICACY OF THE “NAJIVUNIA
KUWA MKENYA” CAMPAIGN IN KAHAWA WENDANI WARD.**

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**A RESEARCH PROJECT PRESENTED TO THE DEPARTMENT OF JOURNALISM
AND MASS COMMUNICATION, UNIVERSITY OF NAIROBI IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF
MASTER OF ARTS IN COMMUNICATION STUDIES.**

NOVEMBER 2022

DECLARATION

I hereby declare that this project is my original work and has not been presented for a degree, diploma, or certificate in this or any university.


SIGNATURE_


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This project has been submitted for the award of Master of Arts in Communication studies with my approval as the University Supervisor.


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DATE 24 November, 2022

Dr. Addamms Mututa

DEDICATION

I am proud to be Kenyan. This is my home. I dedicate this to My late father WOI Francis Mbugua Kiruma, “Dad, I made it”.

I also dedicate this work to my children Eden Njeri and Nurtaj Wanjiru from where I come from they say”ngima yumaga mutuini” you have greatness in your DNA. Go forth and claim it.

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Special thanks to the Lord in heaven for all His grace in each season.

I would like to applaud myself for completing this master's degree while on treatment for mental health issues, a pregnancy, two episodes of COVID 19, a mammoplasty and having a full-time job. I sat my exams 2 days after my cesarean section and passed. Kudos Wanjiku.

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TABLE OF CONTENTS

DECLARATION.....	ii
DEDICATION	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
ABSTRACT	viii
CHAPTER ONE	1
INTRODUCTION	1
1.1 Overview	1
1.2 Background to the Study	1
1.3 Statement of the Problem	3
1.4 Main Objective	4
1.4.1 Specific Objectives	4
1.5 Research questions	4
1.6 Significance of the Study	4
1.7 Justification of the Study	5
1.8 Scope and Limitation	6
CHAPTER TWO	7
LITERATURE REVIEW	7
2.0 Overview	7
2.1 General Review of Government Campaigns	7
2.2 A Call for National Unity Through the Najivunia Kuwa Mkenya Campaign	10
2.3 Communication Strategies and Government Campaigns	13
2.4 An Appraisal of Communication Channels for Government Campaigns	18
2.5 Theoretical Framework	19
2.5.1 Diffusion of Innovation	19
CHAPTER THREE	26
RESEARCH METHODOLOGY	26

3.1 Introduction	26
3.2 Research Design	26
3.3 Research Approach	28
3.4 Research Methods	28
3.5 Data Types	28
3.6 Population, Sampling Procedures, and Sample Size	28
3.6.1 Study population	28
3.6.2 Sampling Procedures	29
3.6.3 Sample Size	29
3.7 Data Collection Methods	30
3.8 Validity and Reliability	30
3.9 Data Collection Procedures	31
3.10 Data Analysis Methods	31
3.11 Ethical Considerations	32
CHAPTER FOUR	34
FINDINGS AND DISCUSSIONS	34
4.1 Overview	34
4.2 An Examination of the Najivunia kuwa Mkenya Campaign	34
4.2.1 Knowledge on Government Communication Campaigns and Najivunia Kuwa Mkenya	35
4.2.2 Choice of Language and Phrase	36
4.2.3 General Feedback on the Campaign	37
4.3 Examining the Strategies Used By the Najivunia Kuwa Mkenya Campaign	37
4.3.1 Communication Strategy Document	38
4.3.2 Audience	38
4.3.3 Campaign Evaluation -Pilot Study and Post Evaluation Study	40
4.3.4 Use of Prominent Personalities	42
4.3.5 Use of Branded Merchandise	44
4.3. Efficacy of the Communication Channels Used By the NKM Campaign	45
4.3.1 Use of Postal Services	45
4.3.2 Use of Audio-Visual Media	46

4.3.3 Use of Concerts and Public Gatherings	47
4.3.4 Use of Songs	47
4.4 Discussion of Findings	47
CHAPTER FIVE	50
CONCLUSIONS AND RECOMMENDATIONS	50
5.2 Conclusions	50
5.2.1 To Examine the Najivunia Kuwa Mkenya Campaign	50
5.2.2 To Evaluate the Communication Strategies Deployed During the Campaign.	50
5.2.3 To Appraise the Efficacy of the Communication Channels Used For the Campaign.	51
5.3 Recommendations	51
5.3.1 Government Communication Campaign Designers	51
5.3.2 Scholars Undertaking Research	52
REFERENCES	53
APPENDICES	60
APPENDIX I: LETTER OF INTRODUCTION	60
APPENDIX II: INTERVIEW FOR RESIDENTS	61
APPENDIX III: INTERVIEW FOR COMMUNITY LEADERS	63
APPENDIX IV: INTERVIEW FOR CAMPAIGN TEAM	65
APPENDIX V: NACOSTI RESEARCH PERMIT	67

ABSTRACT

This study evaluated the *Najivunia kuwa Mkenya* campaign, focusing on the communication strategies, methods, and channels used by the campaign. It had three objectives: to examine the communication strategies employed by the ‘Najivunia kuwa Mkenya’ campaign, to evaluate the communication methods adopted by ‘Najivunia kuwa Mkenya’ campaign, and to appraise the efficacy of the communication channels used for the campaign. The study population was derived from Kahawa Wendani ward, which is in Kiambu County, with a sample size of one hundred people; male and female, married and unmarried individuals between the ages of 20 and 70 years. The study found that the *Najivunia kuwa Mkenya* campaign that focused on the communication strategies, methods, and channels used by the campaign had mixed results; successes and failures were equally reported. The study concludes that the campaign on ‘Najivunia kuwa Mkenya’ was a worthwhile one and those that remembered it do so with nostalgia. The study concludes that most of the campaigners indicated that they did not have a written strategy as such most respondents did not receive any merchandise. It concluded that most respondents had heard of the campaign from the mainstream media which included Television, Radio and had even read about it in the newspapers. The recommendations the need to increase the efficacy of government communication campaigns as this would promote nationalism and patriotism. This implies that the government should seek representatives of the different groups of people so that the message is all inclusive and the views of the different groups considered. It recommends that the government should strive to engage religious leaders as they are the spiritual advisors, and they tend to have authority over their congregants.

CHAPTER ONE

INTRODUCTION

1.1 Overview

This segment contains an introduction to the study in the form of an overview indicating the contents of the chapter. Specifically, the background to the study and statement of the problem are included. The section also presents the research objectives and questions. The significance of the study, study justification, and scope and limitations are also highlighted.

1.2 Background to the Study

Public communication campaigns are purposive attempts to inform or influence behaviors in large audiences within a specified time using an organized set of communication activities and featuring an array of mediated messages in multiple channels to produce non-commercial benefits to individuals and society (Rice & Atkin, 2009; Rogers & Storey, 1987).

Najivunia kuwa Mkenya campaign was a public communication campaign launched in 2004 to encourage patriotism and national unity in the republic of Kenya. As a government-funded communication initiative, the Najivunia kuwa Mkenya campaign was run by the government spokesman's office, led by Dr. Alfred Mutua. He oversaw the team that coordinated the campaign and as a result Dr. Mutua was hosted on multiple radio and television stations to publicize the idea. Dr. Mutua also traversed different regions across the country to popularize the slogan and to promote the ideals envisaged by the campaign.

Widespread cynicism due to the ironical connotation of the statement has made Najivunia kuwa Mkenya infamous and universally recognized across the nation. Kenyans have equally ridiculed and appreciated the implied meaning and truth about the statement. Derived from Swahili, which is one of Kenya's national languages, the statement translates to, "I am proud to be Kenyan."

Located in Eastern Africa, Kenya shares her border with Tanzania, Uganda, and South Sudan. It is a country that boasts of having over forty different ethnic groups. The country is divided into 47 Counties. Each County is governed by a governor whom the Kenyan people elect for a 5-year term. The different ethnic groups can be found in their historical areas but have also moved across

the counties and areas such as Nairobi, Machakos, Uasin Gishu, and Kiambu, which house all ethnic groups and other people.

In 2003, Kenyans ushered in a new era when the late President Moi's 24-year term as Kenya's president ended. Presidency and the power to run the country was transferred to the late President Mwai Kibaki. Despite the wave of hope that spread over the country, Kenyans soon became disgruntled. President Moi's rule had been marred with claims of extrajudicial killings such as those of JM Kariuki, Robert Ouko, an attempted coup, and crimes against humanity such as the Wagalla massacre. There had been rampant corruption and a gag on free speech.

In his article, Perlez (1992) explains the ethnic violence that had erupted in the Molo district at the time. The then member of parliament Njenja Mungai was arrested by law enforcers the following week on allegations of incitement. He had warned the Kalenjins that they had picked on the wrong tribe as his relatives; the Kikuyu would not look on as their children were slaughtered. During this time, there were arson attacks on the Luo people, armed robberies in Nairobi city, and the Luhya people were also attacked. It was believed that the government was harassing the three largest tribes, i.e., the Kikuyu, Luhya, and Luo, to intimidate them as the President was coming from a minority group and was unlikely to win the elections. The Catholic bishops had also sent a strongly worded message about the country's situation. This letter that was read in the churches from the eighteen bishops attributed the tribal violence to a "wider political strategy" of a government wanting to show that multi-party politics would result in bloodshed. "It is difficult for the Government to exonerate itself from the responsibility of these violent clashes,"

The Global security website sheds some light on the Molo clashes, noting that there were five thousand deaths and 75000 people were displaced because of these clashes. The Molo clashes are synonymous with the general elections as a repeat of the same was experienced in 1997. Remarkably this was not the case in the 2002 election period that saw the late President Moi hand over power to the late President Mwai Kibaki. Despite the peaceful transition, the government initiated a campaign to bolster nationalism and patriotism. Therefore, the study sought to evaluate the campaign, its successes, and its failures in a view to offering solutions to those in government or other stakeholders who would wish to engage in similar campaigns.

1.3 Statement of the Problem

The Kenyan government communicates constantly with its people on a range of policy issues and campaigns. Some of its recent campaigns include “Kick Polio out of Kenya” which aimed to spearhead the vaccination of children below five years. The nationwide campaign employed various methods, including door-to-door vaccinations, setting up temporary vaccine centers at chief's offices and different religious institutions. The extensive communication effort in support of the ‘Nimechill’ campaign which sought to curb HIV pandemic and promote sexual abstinence among the youth is also notable. This specific subject, mitigation of HIV prevalence, was also targeted by other campaigns including the ‘Voluntary male circumcision campaign,’ ‘Wacha Mpango wa Kando,’ and the more recent one ‘Chukua selfie,’ which encourages self-testing. Other government-led campaigns include the ‘Zusha’ campaign which addressed road carnage and encouraged passengers to be vocal against reckless driving.

We can thus think of the government communication strategies during the ‘Najivunia kuwa Mkenya’ campaign as a major public communication investment. Championed by Dr. Alfred Mutua, the then Government Spokesperson and the Public Communications Secretary and Head of the Office of Public Communications in the Office of the President, it sought to foster the nationalist values of unity and patriotism. This campaign is most significant because it was led by the then little-known office of the government spokesperson; at the time run by a small, inexperienced team that had a limited budget and with a vast target audience. Most notable is that this communication campaign was extensively done by the Office of Public Communications in the Office of the President, underlining the importance of communication in the process. Furthermore, that campaigns such as the ‘Voluntary Medical Male Circumcision’ (VMMC) succeeded while ‘Najivunia kuwa Mkenya’ campaign appeared to have failed offers a critical juncture to examine the role of communication in the efficacy of public campaigns. This effort to examine the process and outcome this campaign is thus important in illuminating how communication processes work within government institutions and create framework for further engagement with government communication processes.

The aim of a communication campaign is to give information to a target audience and bring about the desired change (Rice & Atkins, 2012), it is therefore useful to consider these campaigns to do more than just sending out a message; and prioritize the outcomes of the campaign as a critical

metric. Based on the arguments advanced above, the major objective of this paper was to investigate the most effective way that governments can utilize communication channels, methods, and strategies when designing communication campaigns for its citizens.

Through a scholarly enquiry about the process and outcomes of the communication strategies used by the Kenyan Government during the stated campaign, the researcher sought to answer the question “How best can government communicate with its people?” This study sought to establish the communication strategies deployed in the ‘Najivunia kuwa Mkenya’ campaign with a critical analysis of its successes and failures.

1.4 Main Objective

The study sought to investigate the successes and failures in public communication: an evaluation of strategies, methods, channels and efficacy of the “Najivunia Kuwa Mkenya” campaign in Kahawa Wendani ward.

1.4.1 Specific Objectives

The specific objectives were as follows;

1. To examine the Najivunia kuwa Mkenya campaign.
2. To evaluate the communication strategies deployed during the campaign.
3. To appraise the efficacy of the communication channels used for the campaign.

1.5 Research questions

1. How was the Najivunia kuwa Mkenya campaign conducted?
2. Which communication strategies were deployed during the Najivunia kuwa Mkenya campaign?
3. Were the channels used by the Najivunia Kuwa Mkenya campaign efficient?

1.6 Significance of the Study

The study will be valuable to the following groups:

The policy makers: through the findings of this study, the stakeholders such as policy makers will be able to review or develop new communication policies that enhance effective passage of

information from one person to another especially when the government intends to relay key messaging to the public.

To the researchers and academicians: this study's recommendation and findings act as a reference point for researchers and future academicians for any further work in a similar area. The researchers will also be able to identify knowledge gaps that they can build on for further research.

1.7 Justification of the Study

On February 20, 2022, the hashtag; #lowerfoodprices, begun trending on Twitter. Kenyans from across the country sent out tweets and messages decrying the high cost of living. Prices of cooking oil, milk, bread, and sugar were the subject of discussion among citizens calling for the government to intervene. 'Netizens' spoke up against the government's disconnect with its people, seen, for instance, in government's investment in infrastructure such as roads while Kenyans lacked subsistence goods.

As a communication student, the researcher believes that most of the issues that continue to plague our nation are poor communication strategies and methods employed by the powers. The government and leaders have failed to rally Kenyans together in unity and to enable them to appreciate the great strides taken by the country from independence to date.

Why does a government need to communicate with its people? The government must rally its people to engage in development projects actively. It will also increase investors' confidence, and finally, it promotes peaceful co-existence among the citizenry as they are united to a similar cause.

The 'Najivunia kuwa Mkenya' campaign should be re-evaluated, bolstered up, and rerun among Kenyans as this will not only promote patriotism and national unity but can also be used to analyze whether the government and its people are communicating effectively. This campaign gave rise to other campaigns such as 'Tembea Kenya,' which should be promoted even more to encourage domestic tourism, especially in the wake of the COVID 19 pandemic that has crippled the tourism sector.

The researcher opted to undertake qualitative research as she sought the thoughts, opinions, and personal convictions of the audience. T data was collected mainly through questionnaires. The

researcher also had a focused group discussion with the *Gaffe Tribe Welfare* group. There were separate questionnaires for key informants involved in the campaign, that is the team that worked in the government spokesperson office, and for Kahawa Wendani community leaders. The researcher sought to uncover the communication efficacy of the campaign and suggest improvements. The government is constantly in communication with its citizens. It is important to analyze from a citizen's perspective whether they understand the messages and whether the government's choice of channel is effective. This research also touches briefly on patriotism and national unity which were the objectives of the campaign. This is especially important because for a country to grow the people must be willing to work with the government to shun retrogressive vices such as tribalism, nepotism, corruption, impunity, and they must also be willing to abide to the law and respect the constitution

1.8 Scope and Limitation

The scope of this study was the evaluation of strategies, methods, and channels used during the NKM campaign, with the goal of evaluating the efficacy of the communication process. To achieve this, the researcher conducted interviews with the team engaged in the 'Najivunia kuwa Mkenya' campaign.

The researcher limited herself to Kiambu county, her home county, and narrowed this down to Kahawa Wendani ward, a metropolitan ward. Kahawa Wendani ward has a population mix of different ethnicities; with military personnel from Kahawa barracks and student population from Kenyatta University contributing to its plurality. The ward's youthful population and widespread adoption of technology positively contributed to the success of this study as it eased mobilization of respondents.

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview

This chapter discusses the literature review, a theoretical framework that includes the theory guiding the study. The section also highlights the identified research gaps. Finally, the theoretical framework is also presented.

2.1 General Review of Government Campaigns

Regarding introduction Rice & Atkin, 2009; Rogers & Storey, (1987) propose a public awareness campaign as a comprehensive effort that includes multiple components (messaging, grassroots outreach, media relations, government affairs, budget,) to help reach a specific goal. A public awareness campaign is not just billboards, television commercials, social media, or fundraising. The ‘Najivunia Kuwa Mkenya’ was a government-funded campaign. The campaign had several aims, as depicted by the responses of the team behind it, but two objectives are clear: a rallying call for patriotism and a rallying call for national unity. These are two fundamental aspects of any nation. There have been similar campaigns run in various parts of the world in both developing and developed nations, and this is an excellent indicator that it is indeed a relevant campaign even today. The article further discusses the various components of a successful communication campaign. It highlights the importance of creating a media relations strategy. These can be using social media such as Facebook, Twitter, Tok-Tok, LinkedIn, blogs, and other social media websites. It also might involve the use of earned ads. These are placed in news outlets at no cost. For instance, when the media are invited to a campaign covering the event, this acts as publicity though not charged. It is also essential to make use of paid ads. These should reach the largest audience to get the best value for money.

The ‘Najivunia kuwa Mkenya’ campaign had two main aims to promote patriotism and national unity. It was also meant to heal the people and bring to a closure an oppressive rule. To better understand the campaign, we seek to demystify patriotism and what it entails.

The term patriotism derives from the Latin noun *pater*—father. The American International Journal of Contemporary Research number 5 refers to patriotism as a ‘deep feeling of love for one’s fatherland’, a fundamental disposition for the common good.

It is essential to differentiate between nationalism and patriotism." Dictionary.com article;("Patriotism" vs. "Nationalism": What is The Difference? 2020) defines nationalism as aggressive patriotism. What does this mean? This word derives from Greek patriótēs, “fellow-countryman or lineage member.” The root of this word, in turn, means “fatherland” “Paternal,” “patriarchy,” and even English's father is related.

Patriotism was first recorded in the early 1700s; the word patriot could refer to “a member of a resistance movement, a freedom fighter,” specifically those who fought against the British in the war for independence—associations that persist today.

Patriotism is a positive attribute, while nationalism is more inclined to a negative impression of feeling superior to others and is one of the causes of immigrant discrimination and oppression of people of different countries. The recent Xenophobia in South Africa has been regarded as the nationalists fighting to get better opportunities that have been taken from them by foreigners.

Over the years, it has become increasingly crucial for a man to identify himself with his origins. It is common for celebrities to take time to trace their roots and find out who their ancestors were. To have a healthy self-identity, one must identify with their native country. The ‘Najivunia kuwa Mkenya’ campaign is still applicable today, even as we begin to deal with mental health issues at a national level. This is because patriotism gives one identity and a sense of belonging.

Other countries have also run campaigns in the pursuit of patriotism. In her thesis, Sifuma (2015) highlights the different attempts by different leaders to promote patriotism in their different countries. In Nigeria, for example, President Yakubu Gowon's government required pupils' recitation of the national pledge twice a day. In Zambia, secondary schools were to impart and instill in the pupil's, knowledge of and pride in Zambia's heritage" Mozambican government promoted a new nationalist (Gray,1982) "People's History" not only to collect local histories but emphasize their national commonalities. In Kenya, a 1975 curriculum guide noted that "education in Kenya must foster a sense of nationhood and promote national unity," while a secondary school history syllabus asked students to (Bandy et al., 2008) "demonstrate patriotism and national pride."

In Zaire, President Mobutu created the *abacost* national dress and suits, then mandated them as the national business suit for men while banning western dresses and skirts for women in favor of

the page (traditional long dress). Kenneth Kaunda similarly declared *nshima* (maize meal) the national food and the '*chitenge*' skirt the national dress in Zambia; other leaders such as Hastings Banda in Malawi and Juvenal Habyarimana in Rwanda promoted nationalist dances celebrating the anti-colonial struggle, such dance performances were described as "the national consecration of our vital force and our arrival at the national spirit."

Patriotism in a developing nation like Kenya must be cultivated as it can affect the economy. There is a need to decrease brain drain, where we have most of the elite relocating to other countries, especially those in science-related fields such as medicine and engineering.

Researcher (Kimani, 2009) asserts that Implications of brain drain on economic development in Kenya include the loss of human capital, class stratification, mass returnees, private investment and consumption, remittance relieving, unemployment, experienced returnees, and brain circulation. This is indeed a grave problem for a developing nation like Kenya that requires innovation and sharp minds to steer it towards achieving vision 2030.

Koigi, (2017), states that there has been an increase in the number of athletes who have changed nationalities to compete for other countries. The primary motivator is better pay-outs. Indeed, our country is highly revered for bringing forth some of the best athletes such as Kipchoge Keino, Eliud Kipchoge, David Rudisha, Paul Tergat, and the late Samuel Wanjiru. Patriotism must be cultivated in our people to retain these rare talents.

According to research (Patriotism in the United States of America, 2021), Americans are said to be very patriotic, and this is exhibited in various ways such as joining the army, observing national holidays, and in particular, the 4th of July holiday, which commemorates the signing of the Declaration of Independence on July 4, 1776, when the United States declared its independence from the Kingdom of Great Britain. In this research, 85% of Americans consider themselves very patriotic, while 63.9% of Americans claim to have their national flag and a further 43% are incredibly proud to be Americans.

America being a developed nation is an excellent example that developing nations can emulate in Patriotism matters. It would be interesting to use the same measures in a Kenyan context. The 'Najivunia kuwa Mkenya' Campaign boasts as being the campaign that led Kenyans to be allowed

to have the National flag. In the past, this was the reserve of the Kenyan ministers and other government agencies, but today Kenyans can fly the flag on their vehicles when the National team is playing or during national holidays. 'Najivunia kuwa Mkenya' was thus supposed to encourage Patriotism to Kenyans and was not used to segregate any foreigners or glorify the country compared to other countries.

2.2 A Call for National Unity Through the Najivunia Kuwa Mkenya Campaign

Kenya has more than forty-two ethnic groups whose political and social views have been exploited by leaders over the years sparking fierce inter-ethnic rivalry. Post-election violence has been a result of this fierce rivalry and if political decision making in Kenya is hinged on tribal politics and ethnic hegemony, the prospect of national unity will remain very dim. It is remarkable that Tanzania, which has more ethnic groups than Kenya has not experienced similar cases of ethnic animosity.

According to ("Citizens Service Delivery Charter – KIPPRA", 2021) national unity is a state of oneness that results from shared values, vision, purpose, and aspirations irrespective of ethnic, cultural, economic, religion, or any other superficial status, while recognizing diversity. It is a choice to work as a team in tackling the challenges that face us as a nation. "One Kenya, One People, One Destiny."

It is interesting to note that the late Cyrus Omondi, the first Luo MCA in Kiambu County, had a famous slogan dubbed; "*unity in diversity*." Can people truly be united even when they are from different backgrounds and have different beliefs and value systems? To answer this question, we delve into a different nation with its fair share of ethnic disturbances. Malaysia is often described as a prime example of severely divided societies along ethnic lines. The country is also among the few pluralistic societies that have succeeded in managing ethnic conflict and enjoying relative political stability.

Saad (2012) argues efforts toward integrating the diverse groups in the interest of national unity have been, and remain, at the heart of all Malaysian endeavors for peace. Khalid and Yang (2021), Malaysia has been growing steadily, despite the stark differences among its people. The country

has a multi-ethnic, multi-religious, and multiracial population. The Indigenous Malaysians have been disgruntled as they are the poorest among the different groups, yet they are the majority.

The Prime Minister of Malaysia, Datuk Seri Mohd in a delegation speech in conjunction with the Malaysia 52nd Independence Day in the year 2009, stated that strengthening the linkages and relations while demolishing walls of segregation amongst the people of different races was the biggest challenge faced by Malaysians.

Malaysia has made great strides in achieving national unity, and the primary tool they have used has been education. According to Maya et al (2009), National Language Policy (NLP) and National Education Policy (NEP) were enacted so that standard curriculums could be promoted across the different types of schools in Malaysia. Malaysia has also had policies that have encouraged economic empowerment, such as the New Economic Policy, which was introduced with its primary objectives were to reduce poverty irrespective of race, reduce inequalities in income distribution between races, and reduce the identification of race with economic activities.

The call to National unity must be emphasized, and considering the disputed elections in 2022, the different stakeholders must continue quickly and effectively to unite our people despite their many differences.

‘Najivunia kuwa Mkenya’ was a campaign whose aim was to promote patriotism. It was a rallying call to identify first as a Kenyan and then as whichever ethnic group one hailed from. It was meant to instill a sense of loyalty to Kenyans to their countries. This sense of loyalty being what Josiah (1908) explains as the willing, practical, and thorough going devotion of a person to a cause. In this case the cause being national unity and national pride.

According to research (Law, Peace, and Conflict Resolution, n.d.), national unity is essential because it promotes peaceful co-existence, encourages growth, and promotes peace and political stability.

A key point highlighted in the Elimu website is that: national unity enables a country to prosper as resources are not wasted in settling disputes but are used for development purposes. Constant battles and skirmishes are retrogressive as they disrupt the normal flow of life.

Statista (2021) Global peace index ranking explains that the United States has never been in the top twenty list of the most peaceful nations as it has a high fraction of its GDP being utilized in military operations. As a developed nation, the US may be able to spend much on military operations, but a country like Kenya, where many survive on less than a dollar a day, cannot. In certain areas with inter-ethnic clashes and children do not go to school, it is difficult to have any meaningful economic activities.

According to Ngundo et al. (2014) in research undertaken in Nakuru, education is affected when there is conflict. The study revealed; people were maimed, killed, displaced, and lost property. The study also established that teachers fled schools, learning resources were burnt down, children dropped out of schools, and emotional repercussions affected their education. Other inferences to the effects of war and conflict on education as articulated by UNICEF (2007) asserted that 80% of the wars fought in Africa and Asia left more than twenty-seven million children and youth without formal education.

Countries like Somalia that have been plagued by war for many years have very little to show in terms of development in their infrastructure, economic empowerment, and even right down to their education sector. According to Statista (2021), Iceland is ranked as the most peaceful nation. It also boasts of an above-average GDP. Its economy has managed to bounce back after the Covid-19 pandemic and economic collapse in 2019. Those tasked with building our nation ought to benchmark against such flourishing nations emulating such an enviable track record.

The team that embarked on the ‘Najivunia Kuwa Mkenya’ campaign was indeed on the right track as national unity is one of the building blocks for social and economic stability of a country. It was thus a noble task that they undertook, and others should build on it.

2.3 Communication Strategies and Government Campaigns

A study by Weiss et al. (2007), notes that considerable controversy surrounds public information campaigns; government-directed and sponsored efforts to communicate to large numbers of citizens to achieve a policy result, or what might be called government propaganda. The researchers, in this case, analyzed over one hundred campaigns and agreed that public information

campaigns should be used with prudence to mitigate against the disadvantages associated with them.

For a public communication campaign to succeed, certain elements must be presented. There are seven major elements of the communication process. These are the sender, the message, encoding, communication channels, the receiver, decoding, and feedback. This is a build-up on the Shannon linear model of communication that has not factored in feedback which is one of the significant challenges that those sending out messages to large audience's face.

For a communication campaign to be successful, there must be a sender. In government-led initiatives, the sender can be the government, a ministry, or a department. In the recent past, the World health organization has been very vocal in sending out messages to the public on Covid-19. In Kenya, the Ministry of Health held daily briefings to inform their citizens of the pandemic developments. These messages have been broadly criticized as being one way where the government was seen to be sending out messages but was not actively seeking out the opinions of its people. This was particularly so when it came to the lockdowns and the imposed curfews that were criticized. In our research, the researcher found out that the *Najivunia kuwa Mkenya* team used the linear model and there was no room for feedback.

The second element of communication is the message. This is the idea that the sender wishes to convey. Messages differ in the frame, but they are all about an idea sent from the sender. Messages can be framed as catchy phrases and must be framed in a language that the audience will understand. The 'Chukua Selfie' campaign was framed for a younger audience, and the choice of words and even those used in the various advertisements were young people. The message was to encourage young people to test their significant others prior to sexual intercourse. In his blog, Eriko (2021) explains the campaign as one that aims to raise awareness and uptake of HIV self-testing among the youth. The campaign focuses on young men whom research has shown are disproportionately less likely to know their HIV status. This predisposes them to spreading the virus and denies them the chance to take proactive measures to ensure that they can manage their health regardless of their HIV status. Critics have faulted the campaign as having missed the goal by a mile; one such view came from Bett (2019), who rubbished the campaign as a waste of investors' funds and incomprehensible, because according to him, a campaign whose message was

not understood within the first ten seconds was a waste of time. The researcher sought to uncover whether the team behind the ‘Najivunia Kuwa Mkenya’ campaign evaluated its outcomes and found out from the target audience whether they understood the message.

An inquiry by Chand (2014) into communication theory proposed that since the subject matter of communication is theoretical and intangible, its different modes of transmission require certain symbols such as words, actions, pictures, and others. Conversion of subject matter into these symbols is the process of encoding. This means that the sender must seek ways of framing the message through words and symbols that the audience can identify. This can be by music, colors, or just words. The ‘Nimechill’ campaign that focused on young people between the ages of 10-14 used the local slang known as ‘Sheng’ which was widely spoken by the young and had a gesture showing two fingers raised as the symbol depicting the act of ‘chilling’. This symbol was well known, and anyone who had seen the advert would identify the symbol even without the slogan. An evaluation of its success was run, and the findings as highlighted by Population Services International Kenya Chapter, (PSI-Kenya) in 2006 indicated that 42% of youth aged 10-14 had seen the campaign on at least one media channel (T.V., radio, print, billboard, or poster), while an additional 44% had seen the campaign on three or more channels.

Another observation noted in the evaluation was that the ‘V’ sign had become so popular that it was used in the branding of local transport taxis known as Matatus even as other entrepreneurs went a step further and made merchandise branded with the ‘Nimechill’ slogan and the ‘V’ sign. The message was decoded in an appreciated language, and the symbols used were easy to identify. The use of symbols, catchy phrases and even tunes can go a long way in ensuring the audience do not forget the message being conveyed. A slogan such as “Yes we can” that was used by the former president of the United States of America, Barack Obama, seemed to resonate with the electorate. The researcher strived to engage the respondents to find out their thoughts on the campaign slogan and the merchandise and if these were a suitable choice to push the campaign.

Communication channels are another essential element of the communication process. A communication channel is a medium or method used to deliver a message to the intended audience (SBCC, 2016). There are several communication channels, and the choice is primarily tied to the size of the audience and availability of the medium. For instance, one company may choose to

reach its audience through a different social media platform in the social media era instead of another. Those younger people are more likely to be on Tik-Tok and Instagram, while the older and less tech-savvy might be on Facebook. Other platforms such as LinkedIn have been associated with professional networking.

SBCC 2016 grouped the different channels as:

- Mass media such as television, radio (including community radio), and newspapers.
- Mid media activities, also known as traditional or folk media such as participatory theater, public talks, announcements through megaphones, and community-based surveillance.
- Print media, such as posters, flyers, and leaflets.
- Social and digital media such as mobile phones, applications, and social media.
- IPC, such as door-to-door visits, phone lines, and discussion groups.

The different mediums are helpful only if they can reach the target audience. Campaigns such as the ‘Fichua Kwa DCI’ that encourage community policing and sharing information with the Directorate of Criminal Investigation (DCI) should reach all Kenyans. This is because the security of the nation and Kenyans at large is an essential matter. This means that the communication channel used should be one that should reach all Kenyans, and thus the message should be in different languages and shared across all media stations. A campaign to encourage tea farmers to use a different type of seed in their farms should target the tea farmers, and as such, the channel can be public ‘Barazas,’ annual general meetings for farmers’ co-operative societies, and even in religious gatherings held in tea growing areas. It would be ineffective to conduct this campaign on billboards in Nairobi or in advertisements on Instagram as it would not reach the target audience, and even if the message has been well-framed, the chosen mode of transmission will fail the campaign. Ng’eno (2022) highlighted the various cases that the DCI has handled because of this campaign. This campaign offered a free hotline where public members could call toll-free and share their information with the police. This information has helped arrest two murder suspects, Masten Wanjala and Lawrence Warunge.

One of the primary areas that this research covered was the communication channels that were employed by the ‘Najivunia Kuwa Mkenya’ campaign. The researcher sought to uncover which channels were used and sought to find out whether these channels were suitable. A third step was

to inquire on whether there were any other more suitable channels that could be used in case any entity wishes to run a similar campaign in future.

For any communication process to be complete, there must be a receiver. There must be an intended audience. Audience research is dynamic as the audience might be in a similar environment but can be reached through different mediums. The receiver of the message must share a common language and must understand the symbols that the sender uses, and they must convey the same meaning to him as they did to the sender. Different symbols may mean different things to different audiences. A campaign such as ‘Nimechill’ is tailor-made for young people who should abstain from sexual intercourse. The same audience can have older people who instead should be targeted using a different campaign such as the ‘Wacha Mpango wa Kando’ campaign.

Within the same audience, there might be individuals who are already infected, and the message for them should have more to do with encouraging them to take their Antiretroviral drugs and eat a balanced diet and engage in physical exercises. An evaluation of the target audience must ensure that the message being passed is beneficial to the audience. To properly evaluate the ‘Najivunia kuwa Mkenya’ campaign, the researcher interrogated those involved in the planning of the campaign to get their insights on who their target audience was for the campaign. Did they have a certain caliber of people who they felt would resonate with the message or was this meant for all the Kenyan citizens regardless of their age.

An online publication (“Communications Process: Encoding and Decoding,” 2018) defines decoding as turning communication into thoughts. Once the message gets to the receiver, then he must internalize it to understand it, and this process is what is termed as decoding. The receiver may, at this point, be pushed to think about what the message means to him, whether it is something that they wish to think further on or if it is not of any concern, then they might not think about it again. If the audience research has been carried out successfully, the receiver should decode this message as the target audience. Of course, we are often bombarded by messages that are not meant for us as an audience, so in that case, the decoding process is unnecessary. For instance, an advertisement by the Ministry of Health informing expectant mothers to sleep under a treated mosquito net might find an audience that is not expectant but is aware of an acquaintance to whom such information is invaluable. This act of receiving the message and thinking it through is referred

to as decoding. The ‘Najivunia kuwa Mkenya’ campaign’s message has been mentioned extensively in this paper. It was however important that the researcher spoke to the respondents so that she understood whether they decoded the message well. The researcher queried whether the respondents resonated with the message and what feelings it elicited to understand whether the decoding process was a success.

Feedback is an essential element of communication that was introduced later after the Shannon and Weaver linear communication model. Feedback is where the receiver becomes the sender as they communicate their ideas or takeout on the message with the initial sender. Feedback is critical as it is the primary way of evaluating whether the message was well understood and whether the audience needs any clarification, or if the sender needs to change symbols or the medium used. Lamba et al. (2018) deem feedback as the mirror of communication. It reflects the message’s content and the way it was delivered. Those that plan campaigns must give room for feedback. This will confirm whether the messages sent out have been received well and measure the change. Inquiry into whether an avenue for receiving feedback was provided when the ‘Najivunia Kuwa Mkenya’ campaign was run must be made. The researcher sought the answer to this question from those who ran the campaign as well as from the respondents.

The ‘Najivunia kuwa Mkenya’ campaign deployed various communication strategies. Communication activities are employed to achieve diverse purposes in the public policy debate from educating the public, mobilizing support, creating awareness and visibility. These are achieved from various communication activities such as press releases, newspaper, newsletters, online communications, and outreach collateral materials, among others. Communication activities to influence public policy debate are known as public will campaigns. The purpose of such campaigns is to change or influence the policy weakness of a societal problem to ensure it moves from being recognized to concrete steps of addressing the problem. The campaigns seek to influence decisions and policymakers directly or indirectly through building critical mass and mobilizing key actors of constituents to take political action. Some of the theories that inform these campaigns are agenda setting focusing on raising awareness, message frames focusing on how the message is packaged, and appeal made (Salmon et al, 2013).

The campaign should also have leveraged social media to distribute information. Social media has become an important platform. Thomas (2015) alludes to views of other scholars that while we cannot argue with the growth of social media use, its influence is more complicated than we acknowledge. In his study of social media's influence on public discourse in the Pacific Northwest, Thomas (2015) found that the public can be swayed by what they see on social media. Moreover, they feel that elected officials in Oregon and Washington are also swayed to a large extent by what constituents, advocacy groups, and others may post and share about public policy debates on social media. The findings revealed that in that region there was a shift in peoples' acceptance of social media as a viable tool for enacting societal reforms. Leavey (2013) argues that a platform like Twitter is more about the representativeness of the expertise and the influences within the specific topic you are interested in and less about the representativeness of the population. The import was such that if one desired to know the prevailing public opinion about environmental conservation, Twitter would be the ideal platform for gathering this information through monitoring and gauging thousands of opinions from subject matter experts and the public. The social media interactive aspect provides for public participation and serves as a feedback mechanism. Social media can therefore facilitate participation in public policy dialogue and serve the tenet of participatory communication theory of involving the people

2.4 An Appraisal of Communication Channels for Government Campaigns

The type of channels used by a campaign can impact its success or lack thereof. The United Nations women organization in an article in 2012 on its website assert that the communication channel is understood to be the means with which the campaign reaches its audience, for example print media, modern audio-visual media. This may include Radio, Television, the internet, or interpersonal channels such as community outreach events, visiting target audience members in their homes.

With the growth in social media, successful campaigns can make use of social media influencers and even make use of platforms such as YouTube, Tik-Tok, Facebook, Instagram, and Twitter. These platforms were not as popular when the campaign was run and access to social media was almost non-existent. The researcher was keen to find out from the respondents which social media platforms they would be most likely to be reached on and which ones they felt the government should use to roll out similar campaigns.

The correct channel for a campaign of this magnitude must be closely monitored to ensure the channel used is far reaching but also that it is memorable. Today, where people see many advertisements, hashtags, trends, and videos in a day, it is important that the target audience is not just reached but that the message relayed through the channel is engraved in their minds. The researcher uncovered the channels employed by the ‘Najivunia kuwa Mkenya’ and whether they were successful. The researcher was seeking to add on ideas and not in any way belittle the campaign's effect.

2.5 Theoretical Framework

Kerlinger & Lee (2000, p. 11) define and explain the meaning of a theory as follows: A theory is a set of interrelated constructs (concepts), definitions, and propositions that present a systematic view of phenomena by specifying relations among variables, to explain and predict the phenomena. Kivunja (2018) points out that a theory usually emerges from a long process of research that uses empirical data to make assertions based on a deductive and inductive analysis of the data. Theories help explain the relationship between different variables. These variables can be analyzed at a micro level, a Meso level, or a macro level. When analyzing a public communication campaign, they may use the macro level, a more aggregative level.

Swanson, a Californian researcher explicitly asserts, "The theoretical framework is the structure that can hold or support a theory of a research study" (2013, p. 122). There is no vacuum in academia, and as such, researchers build on what has previously been researched and bring different perspectives of the same. A theory explains the phenomena and makes it easy to understand different concepts. For this study, I used the diffusion of innovation theory.

2.5.1 Diffusion of Innovation

Dearing et al. (2018) define diffusion as a social process that occurs among people in response to learning about innovation, such as a new evidence-based approach for extending or improving health care. In its classical formulation, diffusion involves an innovation communicated through specific channels over time among the members of a social system. This view builds on Rogers' (2003) definition of diffusion as the process through which an innovation is communicated through certain channels over-time among the members of a social system. Although this theory has been

used to explain the uptake of innovations, it can also be used in the adoption of new ideas and new perspectives.

LaMorte (2019) explains that this theory originated in communication to explain how, over time, an idea or product gains momentum and diffuses (or spreads) through a specific population or social system. This diffusion is that people adopt a new idea, behavior, or product as part of a social system. This explanation can be applied to a campaign like ‘Najivunia kuwa Mkenya’ because it seeks to change a previously held notion or opinion. The stages involved in the diffusion of the idea or change in mentality or perception are easy to follow and offer a possibility to evaluate the change.

The diffusion theory surmises that whenever a new idea or product is launched, the target audience does not all take it up at the same time. Instead, it categorizes the different people and how they take up the idea or the product into five main categories: innovators, early adopters, early majority, late majority, and laggards. The first category of people is also known as innovators, and they are keen on trying on new ideas. Typically, there is no effort required to convince this group to take up the new idea as they are always looking for a new trend to hop on. These are typically young people who are carefree and like developing and taking on new ideas. For the Najivunia kuwa Mkenya the innovators were the team that led the campaign and those that ran with it donning arm bands, stickers on their vehicles and generally followed the campaign and found it to be a good cause.

The second category is known as the early adopters. This group is commonly termed as the one with opinion leaders. These are primarily people in positions of authority, and they tend to have information already, so they do not need much information but instead need more information to do with implementation. Here the early adopters for this campaign would ideally have been councilors now known as Members of county Assembly and other leaders. This would be the best approach as ideally such a campaign needs to start from the grassroots.

The early majority are not necessarily in positions of authority or leadership but tend to take up new ideas and products faster than the average individual. They are termed in some quotas as those that wait to see to believe. For them, they require evidence that the product or idea is worth taking

up before they commit to it. One must relay success stories, data, and evidence of the same outcomes to get them on board. In the case of a campaign like 'Najivunia kuwa Mkenya,' such a group would require information on similar cases that have been successful in other places and nearby areas, such as information on America's 4th July commemorations and its significance to the people. They would also benefit from information on the growth of Rwanda's economy following the genocide and other success stories to which they can relate.

The Late majority is another category, and these are resistant to change. Most of this group is people who are elderly are set in their ways and are not willing to take up new ideas or innovations. They can only take up the idea when many others from their surroundings have taken up the idea. They are skeptical of new things and require information on others who have adopted the new perspective. As evidenced by the recent sim card registration and voter registration, we find that in the last few days some people will join the team as they find others have already been registered. In the Covid 19 vaccination exercise, several leaders had to take up the vaccine for their people to agree to take the vaccine. In Countries like Tanzania where the government had not shared much information about the pandemic and did not share the number of cases the uptake of the vaccine has been very slow as compared to other countries. In his article Tinuga (2022) highlights that Many of the successes in the vaccination campaign, which initially targeted high-priority groups, have resulted from local community engagement and mobilization efforts. These were campaigns such as *Timua Vumbi* in the Ruvuma area.

The final category is laggards, who are conservative and bound by tradition. They are the most challenging group to convince and, in most cases, to get them to accept change, there must be much information presented, a sense of fear instilled, or even in some cases impending doom foretold. Some laggards can often be found in cults or groupings that are very closed off from the rest of society. In most cases, they have a leader whom they would listen to, and this should be the person to whom the information is relayed. In the fight to end Female genital mutilation in Kenya, this being a cultural rite of passage it continues to be difficult to shun it. In some cases, the women were forced to undergo FGM so as to get men to marry them. One thing that has had a great change is the inclusion of men in stopping the practice. In her article Ogola (2021) intimates that the involvement of men in the campaign has brought a great change as they are the decision makers.

Tony Mwebia, founder of the Men End FGM foundation, which trains community champions to tackle FGM, says that men can make a difference.

"In FGM-practicing communities in Kenya, while it is women who cut fellow women, men are the decision-makers. However, they have no idea what is cut, how it's done and what damage is caused to women. We can only hope that the laggards are convinced by the men joining in the fight. This is like the *Najivunia kuwa Mkenya* campaign where Kenyans from marginalized communities and those that felt for many years the government had ignored their plight would be last to appreciate such a campaign but with devolution and the decentralization of government agencies it is hoped that all Kenyans are able to *Jivunia kuwa Wakenya*.

The use of opinion leaders, or in these social media times, social media influencers is very critical in the diffusion of innovation theory. The use of brand ambassadors such as Caroline Mutoko in the Builders Warehouse marketing, Beryl Itindi in the marketing of Lake Dental and even Jalang'o in the *Warachi* perfume have been strategic. These are individuals with a large following on social media, a larger-than-life social media presence and they are deemed to be suitable to mobilize their fans to make purchases. This means that there must be research on the target audience to ensure that those running a campaign are prepared to deal with the different categories of people present in the target audience. The idea behind this is that those who take up the new idea from the onset possess a particular set of characteristics different from those who join the bandwagon later. It is essential to ensure that if the slowest to take up the new idea is the majority; more interaction is required later in the campaign. If the reverse is true and most people take up new ideas from the onset, then the campaign must be very fervent in the initial stage and the most resources utilized at this stage.

Dearing (2009) explains the use of leaders in the diffusion of innovation using a HIV prevention education in Haiti. A United States Agency for International Development effort to conduct HIV prevention education in rural villages identified and recruited village voodoo practitioners, who are always considered credible and trusted sources of advice by Haiti villagers, to encourage villagers to participate in village meetings with USAID change agents. Meeting attendance exceeded campaign objectives by 124%. The villagers trusted the voodoo practitioners and agreed to attend the sessions because the practitioners would also be present. In this sense opinion leaders

or those with influence should not be overlooked in any campaign that is being run by any agency. This might include local leaders, spiritual leaders, politicians and even security personnel.

According to Rogers (1962) there are four main elements that influence the spread of an idea. These are innovation, communication channels, time, and social systems. The innovation is the idea that the sender or the originator of the campaign wishes to present. Communication channels also determine the efficacy of a campaign. The right channel will reach the target audience and will pass the message. When analyzing the time factor, we look at the period taken from the inception of the idea to the adoption of the same. A key factor to consider under time is the rate of adoption which Rogers defined as the relative speed with which an innovation is adopted by members of a social system. The social system represents the societal building blocks, the people, and their interrelationships. It can also highlight more information about the audience such as their level of education, their gender, their economic situation and even their religious beliefs.

An innovation that is presented to an audience that is highly educated and that has access to information and search engines is likely to sail through if the information is substantiated. Such individuals would be more likely to seek out more information on their own as opposed to other categories. More conservative individuals who have no access to education would be influenced more by their own leaders and they would rely on the information presented by the leaders.

The *Sydle* website, which offers information on digital transformations and business tips recognizes an innovation in five steps. These steps are Knowledge, Persuasion, Decision, Implementation, and confirmation.

The Knowledge state is the onset of the interaction between the individual or the audience with the idea or concept. The individual is made aware of the campaign. Here the researcher posed the question of when and how the respondents heard of the *Najivunia Kuwa Mkenya* campaign.

Persuasion stage involves the audience receiving more information on the idea being relayed. Here the key idea is to silence all the doubts and objections that the audience might have. In this instance the campaign team should be able to get feedback from the audience and they can raise any matters they have. These can be cultural differences, miscommunications or even issues to do with the framing of the message.

At the decision stage, the audience has evaluated the idea and they have made up their mind on whether to take up the idea. When running a campaign, it is important that the ideas to be relayed are done so effectively to enable the audience to get to the decision stage. This is particularly so when running a campaign such as ‘Najivunia Kuwa Mkenya’ which was meant to encourage people to have a complete mindset change in how they view their country, their leaders and even their role in reaching the country’s goals. Here the researcher posed the question: did the Najivunia kuwa Mkenya campaign make you feel more patriotic?

At the implementation stage the audience has now tried to make use of the innovation or have begun to take steps to take up the idea. When designing a campaign, the implementation stage should be clear as it is one of the indicators whether the campaign has been successful. For example, in the Najivunia ‘Kuwa Mkenya’ campaign the implementation stage would include people turning up for the concerts and other events. It would also include having the ‘Najivunia kuwa Mkenya’ stickers and arm bands being donned by individuals.

The final stage of confirmation can be both a denial of the innovation or an acceptance of the innovation. Rogers had initially only considered the possibility of acceptance, but this can also be viewed from the point of rejection. People can receive a lot of information; they can receive clarifications and even get more data to support the idea but, in the end, you may find those that will not buy into the idea. In the Najivunia kuwa Mkenya campaign the researcher sought to find out how the campaign influenced the individual to be more patriotic and what they liked about the campaign.

All these stages highlight the importance of communication. It would be impossible to find out whether the people need more persuasion or even if they have rejected the innovation without communication. Here communication is not limited to only verbal communication but also non-verbal communication. For example, if individuals are given stickers and then they throw them in the nearest bin then one does not require any further verbal communication. The tell-tale signs at each stage of the diffusion process will give pointers on whether there needs to be a change in tactic. In instances where concerts were held yet very few people are in attendance or whenever other terms were coined in place of Najivunia kuwa Mkenya such as Navumilia kuwa Mkenya, Naumia kuwa Mkenya and Najililia kuwa Mkenya it was eminent that some had rejected the campaign.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the research methodology and design used in gathering data. It describes the site where the research will be conducted, data sources, sample design, data analysis process, data collection instrument, sample design, data analysis and presentation, site selection and target population, and testing validity and reliability of data collecting instruments. Jansen (2022) defines research methodology as the practical how of any given piece of research, it is about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives. Here the researcher will justify the design choices and highlight why she selected the methods and techniques in a bid to achieve the set objectives and answer the research questions.

3.2 Research Design

According to De Vaus (2001) The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; He further asserts that it is the research problem that determines the type of design you choose and not the other way around.

The research design used in this study was descriptive. Descriptive research design collects information by interviewing or administering a questionnaire to a sample of individuals (Orodho, 2003). Where necessary, such as when the researcher visited Kahawa Wendani and was able to interact with the Gaffe Tribe Welfare group the researcher engaged in a focus group discussion. According to Kombo and Tromp (2006), the primary purpose of this type of design is to describe the situation as it exists. Descriptive research design is functional when collecting information about people's attitudes, opinions, habits, or any variety of education or social issues (Orodho & Kombo, 2002). On this baseline, designing this qualitative research to be descriptive fulfilled the study's objectives in the following ways. First, it sought to elicit information about the knowledge about the 'Najivunia Kuwa Mkenya' campaign. Here, the researcher discussed with those who ran the campaign to learn about the 'Najivunia kuwa Mkenya' campaign from them.

Second, descriptive data to critique the communication strategies deployed during the campaign was collected through focused group discussions and detailed interviews with key informants. Descriptive data was useful because it enabled the researcher to gain critical insights, which support informed critique of the communication strategies as used in the campaign. Third, in respect to objective three, descriptive research data was analyzed alongside existing literature, and evaluated based on communication efficacy. Through these approaches, the researcher objectively appraised the 'Najivunia Kuwa Mkenya' campaign's communication strategies and the outcomes of the campaign.

In this case the researcher sought to evaluate the Najivunia Kuwa Mkenya campaign and to understand the different channels employed by the team. The problem being reviewed was the efficacy of communication campaigns focusing on the Najivunia kuwa Mkenya campaign. The researcher limited herself to the exploratory design. This is because there was little research carried

out on this campaign previously. The researcher also believes it is a very important phenomena as government communication or lack of it can lead to citizens not being engaged in the development process. The researcher opted to use the qualitative approach. Bhat(2022) defines qualitative research as a market research method that focuses on obtaining data through open-ended and conversational communication. Here the researcher seeks not just to uncover what people think but also why they think the way they do. The researcher sought to find out the thoughts of the respondents on the NKM campaign and why they thought as they did. The researcher sought to describe the individual experiences and highlight the individual beliefs and thus found that this is best done using open ended questions.

Bhat (2022) outlines the various qualitative research methods as one on one interviews, focus groups, ethnographic research, case study, record keeping and qualitative observations. The researcher was able to use the focus group discussions, surveys that were sent online and one on one conversations via telephone call with the informants. The researcher asked questions about the campaign in general and sought the feedback of the campaign team on what strategies they employed in running the campaign and finally sought the respondents view on their views on the channels used during the campaign and which ones were most effective.

3.3 Research Approach

The study used a qualitative research approach that was instrumental in collecting lots of information from the respondents (Kombo & Tromp, 2006). The study employees interview guides. The interview guides were in three sets; for the public, the leaders and also for the NKM campaigners. The qualitative research approach assisted in providing different opinions that were subsequently analyzed to answer the research questions.

The qualitative approach was used in this study because it promptly helped in gathering a wide range of views. The diverse views of the respondents specifically answered the research questions without limiting the responses of the respondents who participated in this study.

3.4 Research Methods

The study used phenomenology as the preferred method. The researcher used phenomenology because it helped in capturing the importance of phenomena by gathering firsthand information

from the residents of Kahawa Wendani, the leaders, especially politicians, and the government campaigners. The phenomenology's objective was to seek the views and opinions of the respondents about the 'how', 'why', and the 'what' phenomenon thereby explicitly explaining these experiences in detail (Kothari, 2004). By using phenomenology approach, this research ably captured the participants' interests thereby enabling them to respond promptly to the research questions and statements.

3.5 Data Types

Data was collected using primary data collection methods including **questionnaires, focus group discussions, surveys**. Surveys were used as the primary source of data collection to capture the opinions and views of the participants on the research questions. The questions asked were open ended. The researcher set up an online survey, printed out hard copy questionnaires and shared with others through email and social media sites such as Facebook. Surveys were selected because they were used to collect data from the residents of Kahawa Wendani ward and to gather more information on their different opinions and feedback on the NKM campaign and government communication in general.

3.6 Population, Sampling Procedures, and Sample Size

3.6.1 Study population

Kombo and Tromp (2006) define a population as a group of individuals, objects, or items from which samples are taken for measurement. The larger population region for this study will be Kiambu County's 12 constituencies: Gatundu South, Gatundu North, Juja, Kiambaa, Thika town, Ruiru, Kikuyu, Kiambu Kabete, Limuru, and Lari. The researcher has focused on the Ruiru constituency, with eight wards: Kahawa Wendani, Kahawa Sukari, Gitothua, Biashara, Gatongora, Kiuu Mwiki, and Mwhoko. Of these, the researcher purposively selected Kahawa Wendani ward as the research area. This decision is supported by the ward's metropolitan status, being inhabited by diverse tribes and ethnic communities. It also houses students from the nearby Kenyatta University and some members of the Kenya Defense Forces who work at Kahawa Barracks.

3.6.2 Sampling Procedures

Sampling is a process of selecting several individuals or objects from a population such that the selected group contains elements representative of the characteristics found in the entire group

(Orodho & Kombo, 2002). Purposive sampling was used to select the respondents. Purposive sampling enabled researchers to squeeze much information out of their collected data. This allows researchers to describe their findings' significant impact on the population. Purposive sampling is a popular method used by researchers since it is extremely time and cost-effective compared to other sampling methods.

The Alchemer blog describes purposive sampling, also known as judgmental, selective, or subjective sampling, as a form of non-probability sampling in which researchers rely on their judgment when choosing members of the population to participate in their surveys. Further, the numerous techniques outlined above made purposive sampling a versatile research method tailored to enhance a survey's effectiveness (Mugenda & Mugenda, 1999). The researcher believes that the sampled respondents are a true representation of the Kenyan public.

3.6.3 Sample Size

Kombo and Tromp (2006) define a sample size as a set of respondents selected from a larger population for a survey. The sample size for this study was drawn from residents in Kiambu County between 20 to 70 years. This was because these individuals are active in nation-building and are most Kenyans. They are also people whom the researcher believes to be exposed and mature enough to participate in candid discussions. From the population demographics, the study selected a sample of one hundred respondents aged between 20 and 70 years. This sample size can be justified by the size of the ward and the heterogeneous nature of the respondents. The researcher was also fortunate to meet with leaders of the Gaffe Tribe Welfare group who gave their views on government communication and the NKM campaign.

3.7 Data Collection Methods

The researcher used two online surveys, the Monkey survey and an all counted survey. The reason for this was that the Monkey survey limited the researcher to ask only ten questions while The All counted survey did not have a limit on the number of questions. The researcher thus used The All counted surveys for key informants and Kahawa Wendani community leaders and reserved the Monkey survey for the residents as it was very easy to fill in. The Focus group discussion held

with the Gaffe welfare tribe was favored because the researcher was able to have a lively discussion with the eight officials of Gaffe Tribe Welfare who grew up in the Kahawa Wendani area and are youthful and engaged with the affairs of the ward primarily supporting whenever one is bereaved, hospitalized, or planning a wedding. The researcher also strived to use secondary data by obtaining information on the campaign from newspapers, books, and journals. The researcher was also fortunate to have a call with Martin Wahogo, one of the main individuals who was involved in the campaign, and he shared photos of the stickers that were used during the campaign.

3.8 Validity and Reliability

Concerning validity, the researcher ensured that the instruments were shared with the University supervisor for judicious judgment (Mugenda & Mugenda, 1999). By subjecting the instruments to scrutiny by experts such as supervisors, the researcher was able to amend, adjust and improve the data collection instruments. As part of validity, peer group review was also embraced. The opinion and views of colleagues-peer reviewers was thus used to make necessary adjustments to enhance the successful completion of the work.

Regarding reliability, a pilot study was conducted to test the reliability of the data collecting instrument (Kombo & Tromp, 2006). Sample data collection instruments were administered in Kiambu County by survey Monkey to check for the validity of the responses. The pilot study helped remove misunderstandings in the form of unclear questions. It also helped to estimate the appropriate time to be used in the main study. In the pilot survey, the respondents were unable to type in data and the researcher had to take time to redesign the survey to allow for respondents to type in their answers even on the phone.

3.9 Data Collection Procedures

To ensure the process of data collection was successful, the researcher sought a data collection approval letter from the University. The reason for seeking authorization was an indication that the intention of carrying out the study and the purpose, was purely for academic purposes. The approval letter was then used to apply for NACOSTI, a government institution mandated to authorize for data collection exercises in the country. Upon receiving a data collection permit from NACOSTI, the researcher began a data collection process that took about three weeks. The

respondents were personally visited to respond to the research question using formulated interview guides.

3.10 Data Analysis Methods

Johnson (2022) defines data analysis as a process of cleaning, transforming, and modeling data to discover useful information for business decision-making. When the questionnaires were filled and collected, the researcher went through them to eliminate all the unusable data. The valid questionnaires were counted and compared to the targeted number. The researcher then went through all the open-ended question responses and groups. The researcher then had interviews with two team members engaged in the campaign's running, and finally, corroborated this information with the data she had obtained from various websites.

There are different types of data analysis such as text analysis, statistical analysis, diagnostic analysis, predictive analysis and prescriptive analysis. According to Medelyan (2021), Text analytics is the process of extracting meaning out of text. For example, this can be analyzing text written by customers in a customer survey, with the focus on finding common themes and trends. In this case, the researcher opted to use Word spotting as the text analytics approach. Here the researcher went through the questionnaires spotting the various words or phrases that respondents used. Phrases such as, patriotism, local leaders, social media, television, newspapers and songs were very common and were easy to pick out especially in meeting the third objective that sought to find out the efficacy of the channels used. For the first objective the questionnaire sought to find out whether the respondents had heard of the NKM campaign, here it was easy to spot the Yes or No answer very easily and majority had heard of the campaign. The researcher also inquired on what they thought was the aim of the campaign and this was also to find out whether the strategies employed had met their objective and here the researcher was able to spot words such as national unity, patriotism, promote oneness and other phrases such as nation building. There were some other phrases such as government propaganda that government gimmicks that the researcher also spotted. The researcher also asked whether the NKM had managed to cultivate a sense of patriotism in them. For this, it was easy to spot the answers of either yes or no. The questions touching on which was the preferred campaign was also analyzed with most of the respondents highlighting Kick polio out of Kenya, HIV campaigns and a few choosing the NKM. The final

question on the choice of channels for future campaigns was easy to analyze as most of the respondents mentioned social media.

3.11 Ethical Considerations

In conducting this study, the researcher interacted with people and institutions in collecting data for the study. In all instances, ethical considerations were prioritized with concerned staff and the materials they provided for the study. The researcher also ensured that the respondents who provided the information and materials for the study were informed about the study's objectives and gave 'knowledgeable consent' to use their feedback. Upon successful presentation of the project proposal, a Field Work Certificate ('appendix I) was issued to the researcher from the School of Journalism and Mass Communication, University of Nairobi. Questionnaires for the public were sent to the respondents who took the study, the focus group discussion was a short informal session that took 30 minutes. Key informants' interview guide and leaders' questionnaire ('appendix II a, b, c,). A Certificate of Corrections ('appendix III,' later to be named as aforesaid) will be issued to the researcher from the School of Journalism and Mass Communication, University of Nairobi, upon adopting suggestions proposed by the university's Board of Examiners following the study defense. A declaration of originality form ('appendix IV,' to be named later as indicated) and plagiarism results ('appendix V,' to be named later as indicated) confirm the authenticity and uniqueness of the study and indicate that the researcher duly acknowledged the source materials used in the study of this proposal.

CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.1 Overview

This chapter presents the findings of the study and an interpretation of the findings. It also accentuates the results of the field work research undertaken by the researcher. This study was on communication campaigns focusing on the Najivunia Kuwa Mkenya Campaign that was a government led initiative. Interviews were held with the team that orchestrated the campaign, community leaders and the residents of Kahawa Wendani ward. The researcher also had a focused group discussion with the Gaffe Welfare tribe officials. This was in a bid to seek out the knowledge of respondents on the Najivunia Kuwa Mkenya Campaign, the efficacy of the channels deployed by the campaign team and the strategies devolved in embarking on this campaign. The feedback from the respondents was analyzed and the findings classified into three broad themes: Citizen's knowledge of government communication and campaigns focusing primarily on the Najivunia

Kuwa Mkenya Campaign; the factors that influence citizen's perception of government communication and the impact of government communication with reference to the Najivunia kuwa Mkenya Campaign. The researcher used only the initials of the interviewees but the community leaders and those who were part of the campaign team consented to the researcher using both their names.

4.2 An Examination of the Najivunia kuwa Mkenya Campaign

The study sought to evaluate the Najivunia kuwa Mkenya campaign. This approach was multifaceted with the researcher seeking the respondents feedback on whether they had ever heard of the campaign and what they remember about the campaign and finally what impact it had on them. The researcher sought the same information from the campaign team and from community leaders in a bid to understand the campaign from their different perspectives. The researcher also inquired about other campaigns that had been run to find out which ones were preferred and compare their approach with that of the NKM.

4.2.1 Knowledge on Government Communication Campaigns and Najivunia Kuwa Mkenya

All the respondents reported knowledge of government campaigns. The government communicates with its citizens frequently and in the Kahawa Wendani Ward it is clear that the people receive communication from the government. Although some of the communication has been politicized such as disbursement of bursaries and the Constituency Development funds, the respondents had received some communication from the government in one way or another.

The respondents were also able to name some government campaigns and notably Kick Polio out of Kenya campaign and HIV campaigns were highlighted by most of the respondents leading the researcher to note that those planning to run a similar campaign should borrow from these two campaigns. Some responses to the questions of which communication campaigns had the respondents heard of included:

“Polio immunization, Huduma number registration and voter registration. I liked the voter registration the most because it was informative and devoid of threats. Well, it was okay but for better and more traction, they could have localized the communication using local community

leaders that locals identify with rather than handling it from a one size fits all communication channels” L.M. (Research data, September 2022)

“Kick polio, HIV AIDS” B.M. (Research, October 2022)

“Tuangamize Polio Kenya” H.W. (Research, October 2022)

“Nimechill, kick polio out of Kenya, buy Kenya build Kenya Buy Kenya- We got to see the high quality, quality-controlled products from Kenya. I now notice the magical Kenya branding and I know the products are accessible to me, they are not just for export” M.M. (Research data, October 2022)

“Kick polio out of Kenya, Maisha iko sawa na trust” said E.M. (Research data, October 2022)

“Fichua kwa DCI” said I.M. (Research data, October 2022)

“Hand washing campaign” said R.W. (Research data October 2022)

“Mosquito net campaign for Malaria” said C.M. (Research data October 2022)

It is important to note that most respondents were familiar with more of the medical campaigns. Perhaps because of the frequency and urgency. It is also important to note that these campaigns had the support of other stakeholders such as USAID, UNICEF and WHO. The researcher noted that the respondents had knowledge of the campaign.

4.2.2 Choice of Language and Phrase

The phrase chosen by the campaign team was well appreciated as it has become a household term. It led many musicians who were not part of this campaign to also use this phrase in their songs. Even Kenyans who were not born at the time that the campaign was run are familiar with this phrase.

In evaluating the choice of the slogan the researcher found that the team had done a good job and the slogan far outlived the campaign. The researcher had asked the focus group to share what came to mind when they heard the phrase *Najivunia kuwa Mkenya*, sample answers included:

“when I hear Najivunia kuwa Mkenya I think of our athletes and our KDF soldiers and maasai morans” said F.M (research data October 2022)

“I think of National holidays and the president giving speeches and watching children perform,”said I.M. (research data October 2022)

“I think of Alfred Mutua and how he used to give speeches and then Ole Lenku,”said B.O. (research data October 2022)

I think of my home which is Kenya and the freedom fighters said J.M (research data October 2022)

The researcher found that most of the respondents associated the campaign and the phrase with the good things that came from Kenya mentioning the National Parks, Our athletes and the diversity of Kenyans.

The *Najivunia Kuwa Mkenya* was appreciated more than it was despised and the researcher’s first objective of evaluating the campaign in general found the answer that the campaign was well known and appreciated.

4.2.3 General Feedback on the Campaign

The researcher confirmed that the majority of the respondents had heard of the *Najivunia kuwa Mkenya* campaign. Although very few remembered attending any of the events hosted by the campaign team or receiving any merchandise from them. They had heard of the campaign and a good number remember it with nostalgia. There were some respondents who associated it with government propaganda and false promises but nevertheless they had heard of the campaign and can be labeled as those who in the end rejected the message which Rogers outlined as the final stage in the diffusion of innovation theory..The theme of the use of different media vehicles came

out from the respondents. All of the respondents remember seeing or hearing the message through multiple media. When asked what was most memorable about the message, they said

4.3 Examining the Strategies Used By the Najivunia Kuwa Mkenya Campaign

According to Tariq (2021), communications strategy is a plan for communicating with your target audience. It includes who you are talking to, why you are talking to them, how and when you will talk to them, what form of communication the content should take and what channels you should use to share it. This being the second objective that the respondent had it was important that the researcher found out from the campaign team more on their strategy.

Daniels (2022) states that a communication strategy defines how an organization will communicate internally and externally noting

He further alludes to the fact that a communication strategy can help increase focus, motivation, productivity, and attention to detail in all areas of leadership citing an example of Southwest airlines as having a strong communication strategy that communicates values that make customers feel good about flying with them. The Najivunia kuwa Mkenya campaign and any other government campaigns ought to emulate such a strategy as this would enable the citizens to feel good about being Kenyan.

Part of the strategy of the team should have been to review other campaigns that had been successful to borrow ideas from them. A review of other campaigns that had been impactful such as the Kick Polio out of Kenya would have been a good place to start so that the team would build on already tried and tested channels.

4.3.1 Communication Strategy Document

From the interrogations the team admitted to not having a written strategy. According to Study.com website this is not really a shortfall as communication strategies are categorized into three types: verbal, non-verbal, and visual.

In the modern age, documents need not be printed but all information can be stored in the cloud for ease of reference. It is not mandatory to write down your communication strategy but it is

advisable as in this case where the respondent and others who would wish to research on the same topic could refer to the strategy document.

The respondent felt that the documentation of the campaign was lacking and in most cases the team referred to memory or general hunches yet some notes or some memos would have been very useful in piecing together the team's strategy.

The use of the graphically designed stickers and the fact that they had a graphics designer on their team shows that they did have a visual communication strategy. They invested in the designing of the stickers and as shown they made changes when this was necessary. The stickers have stood the test of time and the members still had stickers which speaks to the durability and the quality of the stickers

4.3.2 Audience

An article from the University of South California website in 2019 states that No company can satisfy everyone, and any that tries is likely to satisfy no one. This is true of any entity that attempts to reach out to a target audience that is not defined.

The reef resilience network also supports this statement by stating that "If we try to target everyone, we fail to target anyone. The smaller and more specific the target audience, the easier it is to create focused communication that will move your audience to action".

In carrying out this research the respondent selected a specific area and was able to narrow down the age of the respondents. This is because she was cognizant of the fact that to target everyone would lead to reaching no one. The respondents were residents of Kahawa Wendani who are 25 years to 70 years old. This was primarily because the campaign had been run almost 20 years ago any persons below 20 years would not be able to have been targeted and would mostly be relying on secondhand information.

The researcher queried the campaign team on the target audience for the campaign. The respondents reported that they were targeting all Kenyans with bias to the youth who were facing unemployment.

*“It targeted the youth who were hopeless and most middle level Kenyan’s. the young also because they felt their future is at stake “said John (**Research date, October 2022**)*

The team failed to specify their target audience. had not been very specific as you can tell from the respondents’ answer. The lack of a well-defined audience was a shortfall in the campaign strategy. The World Health Organisation website in the: Know your audience article advises those that are designing campaigns “to find useful information about a target audience, communicators can access community profiles or other existing research, perhaps from another campaign”.

It is difficult if not impossible to run a campaign from a single location and target the entire population of a country all at the same time in one instance. The concerts that were held in various parts of the country were a great attempt at reaching the masses.

but they had identified various channels that they would use. They had also identified various spots where the government spokesman would engage with the crowds and had identified media personalities who would hype the campaign. It is also important to take note that despite their limited budget and the fact that they were not communication professionals they did manage to pull off the campaign to some extent.

In terms of the planning prior to the campaign, the respondents were confident that they had done the groundwork and the campaign took off well after this.

The Kick polio out of Kenya campaign is unique in that it involved the use of door-to-door visits from community health workers. Perhaps this is the reason that it is so memorable to all the respondents that the researcher spoke to. It might not be possible to run a door to door campaign for all communication campaigns because of the time and cost implications but it is certainly an aspect that makes the campaign memorable.

The key informant interviews also sought to find out the impact of the campaign on the campaign team themselves and whether it did bring about any changes.

*“Yes. I have never looked at my role as a Kenyan the same way since. I have a deeper hate of negative practices such as corruption “said Martin (**Research date, October 2022**).*

“Yes, it did. it was great seeing changed attitudes and introducing dignified service to the public” said John (*Research date, October 2022*).

The failure of post evaluation measures was noted as a strategy weakness on the campaign. The choice of slogan was also highlighted. Here the researcher noted that the phrase was short, memorable and catchy. The choice of language being Kiswahili which is the National language and is more widely spoken by most Kenyans of different ethnicities.

4.3.3 Campaign Evaluation -Pilot Study and Post Evaluation Study

Hassan (2006) defines a pilot study as a ‘small study to test research protocols, data collection instruments, sample recruitment strategies, and other research techniques in preparation for a larger study.

He further expounds on the importance of a pilot study as

- To determine the feasibility of the study protocol and identify weaknesses in a study.
- To test whether the study instrument(s) is asking the intended questions, whether the format is comprehensible and whether the selected validated tool is appropriate for the target population.
- To test the appropriateness of data collection using the selected interview technique (face-to-face or telephone) or self-completed questionnaire (postal or administered at the center).
- To test the data collection process – the time taken to complete the questionnaire, and the subjects’ willingness to participate in the study.
- To test data entry, coding of the items, and appropriateness of statistical tests
- To obtain preliminary data for the primary outcome measure, in order to calculate a required sample size (especially in randomized control trials).

A pilot test is very useful in determining whether or not a campaign will achieve its objectives. It can be used to test the tools and channels that the campaign wishes to utilize. Before running this research, the researcher sent out test surveys to confirm that the respondents could access the survey. The feedback from the respondents was very insightful and it enabled the researcher to make some changes to her tool.

The campaign team were convinced that they had done the preparations well. The researcher sought to understand what evaluation was carried out by the team and they responded:

“SWOT analysis and concrete issues affecting citizens, concept development and implementation strategies” said John (**Research date, October 2022**)

*“There was a nationwide youth music competition as a pilot said “Martin (**Research date, October 2022**).*

The researcher was not convinced that the pre-evaluation had not been carried out satisfactorily as the concerts were the campaign itself and as such could not be used as a yardstick. It is more common for teams to send out questionnaires or surveys to gauge the mood and prepare the mode of reaching their target audience.

It is also important that a post evaluation is carried out. This can be used to confirm whether the objectives of the campaign have been met. The Shannon and weaver model of communication that was later improved on to include feedback is a clear indicator that just sending out messages is not enough. One must receive feedback to confirm if the communication has been successful. It is during the post evaluation that recommendations can be made and had this been done then those who would wish to run a similar campaign can use this as a starting point.

The researcher also sought to inquire on what number of people the team thought they had reached and because there had been no gauge to measure this. The researcher requested the respondents to give their opinion.

“Over 30 million pax and in all parts of the country” John offered (**Research date, October 2022**).

“The whole country thus millions of Kenyans both within and without the country” said Martin (**Research date, October 2022**).

The researcher felt that there being no post campaign data to evaluate the reach was also a weakness in the campaign. Organizations such as RTI international pride themselves with having

expertise in carrying out pilot assessments and post assessments of campaigns. Their website alludes to: Our comprehensive evaluations determine the impact of communications on knowledge, attitudes, and behaviors. We document the effects of communication programs and policies and deliver recommendations to our clients for improving effectiveness and informing policy and funding decisions.

Without a post assessment having been carried out the numbers that the campaign team claim to have reached could not be confirmed nor denied. Another important aspect of the communication strategy is the selection of the communication channels and this the researcher had identified as her third objective.

4.3.4 Use of Prominent Personalities

Dr. Mutua wrote a personalized note to top presenters (breakfast show hosts - Carolyn Mutoko, Munene Nyaga, Maina Kageni, etc.) about the campaign as he was distributing stickers to citizens in public to agitate some awareness and support towards the campaign. The team was relying on the media's influence as described by the magic bullet theory to cause a stir amongst its audience.

As was depicted in the 1938 panic broadcast where people heard on the radio that there were Martians who had landed on earth and went on to go out and buy supplies, the audience in this case when prompted by radio queen Caroline Mutoko also went to Lion's place to collect stickers from Dr. Mutua and to Pangani and other places he toured. Dr. Mutua, a well-trained media veteran who understood the use of propaganda as depicted by Baran (2012) was able to make use of the media to gain influence and make the campaign well known.

The campaign team highlighted that they made use of celebrity news anchors such as Caroline Motoko and Munene Nyaga as one of their strategies of highlighting their message. The use of these prominent radio personalities was a great idea that could be a starting point for those who would like to embark on a similar campaign.

It was however a blind spot where the campaign did not make use of vernacular presenters who are highly revered in their different communities. The use of the very popular more uptown

stations could be construed to mean that the campaign was targeting the urban population and not the entire country. The radio presenters selected were also very popular at the time with the youth, yet this was not a youth campaign but one that sought to reach all Kenyans of all walks of life. It would be interesting to follow up on the criteria used in selecting these presenters.

Dr. Mutua himself had a meet and greet with citizens in Lion place and Pangani. This should have been more sporadic and a tour of the eight provinces as they were divided at the time would have yielded more in terms of reach.

Strangely none of the respondents mentioned this as memorable to them. Perhaps this can be argued that the social media influencers trend that has been a primary way of selling a brand has not been started.

Influencers is one strategy that the government must make use of whenever it intends to run any campaign and the use of influential Kenyans like Eliud Kipchoge and others.

The respondents highlighted that there was a need for the government to make use of community leaders in passing on messages. This can be in the form of barazas and any other meetings that are held in the different localities.

A few sampled responses showed that the respondents felt that there was a need to reach the grassroots.

“Use of community leaders in villages, use of student bodies in colleges and universities. The reach would have been far greater.” Said B.O. (**Research data, October 2022**)

localized communication. People tend to adopt easily what they interact frequently with or relate to” L.M. (**Research data, October 2022**).

“Campaigns should be all inclusive” Said C.K., (**Research data 2022**).

“They should reach to the grass root. To that one person who has no smartphone neither radio or Tv” said JMG (**Research data, October 2022**).

4.3.5 Use of Branded Merchandise

The campaign team was keen on distributing branded merchandise . Stickers, handbills and campaign merchandise were designed by the Alfred Mutua led team, patented, and disseminated in vector format. These were handed out in the streets, matatus, and in traffic to citizens. Glossy and colorful with Najivunia Kuwa Mkenya printed on them.

The campaign team allowed other entrepreneurs to access the design and also make similar merchandise. This was a key campaign strategy as it not only minimized their overheads but also became a source of income for those making the merchandise and those retailing them.

The researcher inquired whether the respondents had received any of the merchandise that the campaign team was giving out and the majority claimed they did not receive any merchandise. The question of whether respondents had received any of the merchandise such as caps, arm bands, and keyrings was unanimously answered that none of the respondents had received the merchandise. Perhaps due to the budgetary constraints as highlighted by the team, they had not made many of these items.

“In the year, people put stickers in their cars, bicycles” R.J.R. (Research data, October 2022).

“I have seen the stickers but I don’t think I got one” J.B. (Research data, October 2020).

4.3. Efficacy of the Communication Channels Used By the NKM Campaign

Daniels (2022) Notes that a communication strategy provides a map to help organizations navigate their various communications channels including:

- Face-to-face communication
- Social media
- Electronic communications such as email and intranets
- Press releases
- Public relations work
- Direct marketing activities and even products themselves.

The channels used by a campaign can make or break the initiative. A communication channel as defined by the UN women organization in their 2012 article is how the campaign reaches

its audience, for example, print media, modern audio-visual media (e.g., radio, TV), the internet, or interpersonal channels (e.g., community outreach events, visiting target audience members in their homes)

The Najivunia kuwa Mkenya campaign took on a multimedia approach to disseminate its message. The study sought to find out whether the communication channels used by the NKM were effective. The respondents were asked about the sources through which they received information on the campaign.

4.3.1 Use of Postal Services

As per their website, Posta Kenya highlights that The Post Office remains the most accessible, affordable, and effective logistics corporation in Kenya with a total of 623 outlets spread across the country. This distribution is sufficient to reach most Kenyans however the youth are more likely to be accessed by messages via social media, with one Kahawa Wendani Facebook group boasting of having over 21,000 members.

The respondent also sought to find out if the use of the postal services to share the stickers had worked well. The stickers and booklets were placed in postal boxes all over the country by the post office staff and the campaign team. This meant there was a countrywide reach.

Almost none of the respondents had received the stickers from the post office but there were some respondents who had received the stickers at bus stations and the majority of the respondents remembered having seen the stickers in public service vehicles. Some sample respondents said:

“I found a sticker in my post office box” C.C. (Research data, October 2022)

The use of the postal services was also a great initiative because at the time it was a popular means of communication. The stickers in this case were able to reach the entire country but only for those who had post office boxes. Although the use of postal services was higher then, the number of people who had post office boxes could not have been representative of an entire country. It was widespread practice for people to use their church or local school’s postal address and this is still the norm. The postal services had a countrywide reach but the number of people who would access the stickers was extremely limited.

4.3.2 Use of Audio-Visual Media

Majority of the respondents had heard of the campaign from the mainstream media which included Television, Radio and had even read about it in the newspapers. Although they had all heard the slogan, the attendance to events was dismal among the respondents. Social media use in Kenya had not come of age and most respondents felt that this would be a more suitable channel to use especially when targeting the youth.

“From the radio” said S.C. (**Research data, October 2022**)

“Mainstream media-TV and Radio. Radio was most effective because with Radio they cover a wider audience both in towns and in the rural areas” said C.K. (**Research data, 2022**)

“Radio, Television, and Internet. Radio was the most effective as it is the most affordable way for the Kenyan people to get information.” said F.K. (**Research data, October 2022**).

It is also important to note that Dr. Alfred Mutua shot a video engaging various Kenyan citizens in and from different parts of the country urging them towards loyalty and a sense of nationhood. Although the channels used by the campaign were able to reach a large audience, the campaign team used the channels sparingly. The videos used should have been run more frequently.

4.3.3 Use of Concerts and Public Gatherings

The campaign made use of well-known MCs and musicians as judges to draw crowds across the country. The events were family-centric and specific. The researcher asked the respondents whether they had attended any of the events organized by the campaign team. Almost all the respondents had not attended the concert. One respondent was however reminiscent of the concerts that he had attended.

“Yes, the concerts were very good” MALE (**Research data, October 2022**).

The team also made a great attempt when it came to the concerts that they held in the different regions but sadly even the winner of the event is a little-known musician. The use of well-known

musicians such as Jua Cali in some of the concerts was a brilliant idea but his appeal was and has never been countrywide. Timeless songs such as “*Daima Mimi Mkenya*” written by Eric Wainaina would have had a greater impact on this campaign.

4.3.4 Use of Songs

The music competition encouraged many musicians to compose songs on this slogan . Music has been used to share messages as we saw recently in the COVID campaign where the “wash your hands” song was on the lips of most children. The team engaged several musicians to write and perform patriotic songs including Silas Mwenda, a popular Meru musician.

4.4 Discussion of Findings

The use of stickers and other materials limited these to audiences who could read. A symbol other than the national flag would have reached out to those that could not read. The V sign used during the *Nimechill* campaign is a good example. The use of stickers and other locally available merchandise was, of course, to save on costs and this worked out well and in a short span of time thousands of stickers were distributed at bus stations and they were visible to many travelers within the different towns. This was especially so for those that the campaign team gave to the public service vehicle workers.

With the growth in social media, a successful campaign can make use of social media influencers and even make use of platforms such as YouTube, TikTok, Facebook, Instagram, and Twitter. These platforms were not as popular when the campaign took place and access to social media was almost non-existent but right now these would be the best avenues for a rerun of the campaign.

The correct channel for a campaign of this magnitude must be closely monitored by all stakeholders to ensure the channel used is far reaching but also that it is memorable. Currently where people see many advertisements, hashtags, trends, and videos in a day, it is important that the target audience is not just reached but that the message relayed through the channel is engraved in their minds.

The channels employed by the Najivunia kuwa Mkenya were good. These were cost effective, and they managed to reach a sizable audience. There was room for improvement and had the campaign run on for a few more months than it would have achieved the desired effect.

From the different views expressed by the respondents we can conclude that the Najivunia kuwa Mkenya campaign was well known. It is also clear that most of the respondents had heard of the campaign. The choice of concerts was however not very far reaching as many of the respondents did not attend any of the events hosted by the campaign.

The use of local leaders is also key to the spread of any campaign and in the place of celebrity anchors and musicians the use of local chiefs, MCAs, Nyumba Kumi initiative and community volunteers would prove more effective in mobilizing the residents.

Discussions around the length of the campaign were also rife and the fact that the team only ran the campaign for a day as highlighted in the interview with the campaign team, this was also a setback. Campaigns that run for longer periods are more likely to capture the attention of more people as opposed to one off campaigns.

Whereas the campaign team felt that they had reached the entire country, it is highly unlikely that the 30 million people they stated received any information on the campaign. This is because if one did not have a TV, Radio, a post office box and did not attend any concerts there was no other way of reaching them. Concerts would not appeal to the more introverted individuals, and neither would they appeal to most of the elderly hence a pilot test that excludes a majority would not be very accurate.

The researcher thus believed that the campaign could have achieved much more and would be worth running again. Indeed having been conducted 20 years ago the researcher noted that this could have affected the respondents feedback especially in recalling where and when they heard of the campaign but there is no better time than the present to run a campaign to foster unity amongst the Kenyan people. This should also be a motivation for a rerun of the campaign.

With the ongoing drought in the country it is the high time that Kenyans for Kenya, Jaza lorry and other such initiatives are revamped and rolled out again.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of the findings, conclusions that the researcher has drawn from the study and offers recommendations to improve the efficacy of government communication campaigns. The study has also highlighted areas for potential research. These findings are based on the survey responses, focus group discussions and interviews that the researcher conducted.

5.2 Conclusions

5.2.1 To Examine the Najivunia Kuwa Mkenya Campaign

The study concluded that, majority of the respondents agreed that the campaign was a worthwhile one and those that remembered it do so with nostalgia. The campaign is credited with popularizing the slogan ``Najivunia kuwa Mkenya” and with the onset of Kenyans being able to buy flags and place them on their vehicles during national days. The government communicates with its citizens frequently and in the Kahawa Wendani Ward, it is clear that the people receive communication from the government. Therefore, the respondents had received some communication from the government in one way or another. The phrase and slogan chosen by the campaign team was well appreciated by most respondents as it has become a household term.

5.2.2 To Evaluate the Communication Strategies Deployed During the Campaign.

The study concludes that most of the campaigners indicated that they did not have a written strategy and this affected messaging. Majority of the respondents did not receive any merchandise during the campaign and hardly any of them attended the concerts and other organized events. The fact that the campaign team ran a music competition, yet the researcher was unable to find any data on the musician that won the event is also a bit disturbing. The study concluded that the campaign team failed to specify their target audience as reported by respondents. Further, prominent personalities, such as Carolyne Mutoko, Munene Nyaga, Maina Kageni among others were used for strategic communication.

5.2.3 To Appraise the Efficacy of the Communication Channels Used For the Campaign.

The study concluded that the campaign team also highlighted that they struggled with budgetary constraints and funds are crucial for a campaign of its magnitude that sought to reach all Kenyans. It also revealed that nearly all the respondents had not received the stickers from the post office and this was an indication of lack of efficacy in the communication channels. However, the majority of the respondents had heard of the campaign from the mainstream media which included Television, Radio and had even read about it in the newspapers. The campaigners also used concerts and public gatherings to pass messages to the residents; however very few managed to attend such functions.

5.3 Recommendations

This study makes recommendations to increase the efficacy of government communication campaigns as this would promote nationalism and patriotism.

5.3.1 Government Communication Campaign Designers

Whenever the government prepares any communication to its people, it is important that all stakeholders are involved. This means that the government should seek representatives of the different groups of people so that the message is all inclusive and the views of the different groups considered. This will ensure that their agenda is pushed to all the different individuals such as the men, youth, women, children, those living with disability, those from marginalized communities. This will also ensure that the message is well packaged and will reduce cases of misinterpretation of the message.

As explained in the theory of diffusion of innovation, opinion leaders are very useful in spreading any message. The government should strive to engage religious leaders as they are the spiritual advisors, and they tend to have authority over their congregants. This means that the government needs to consider religious leaders as opinion leaders and use their influence positively. There has been much outcry for the government to harness religious leaders who appear to be taking advantage of their congregants but in the same breath it is equally important to use the same leaders to encourage patriotism, policy change and to embrace unity.

The government can also encourage whatever policies it hopes to impart on its citizens by starting these initiatives in schools. Initiatives such as the 4K club of old should be reinstated and part of the curriculum should promote patriotism. The introduction of the Competency based Curriculum has been a subject of many debates. Whichever curriculum that is adopted should enshrine the Kenyan values and inculcate patriotism right from the formative years. The theory of learning can't be overlooked in any communication campaign. Rewards are most effective if they immediately follow the desired response. Also, behavior that is not rewarded, or is punished, is less likely to be repeated. Operant learning and the social learning theory have been used in many behavior change campaigns and the same can be replicated in a rerun of the Najivunia kuwa Mkenya campaign.

Kenya being well on its way to implementing the two-thirds gender balance should also be lauded for this. The government has done much but there is more room to engage women in these campaigns. One respondent who is a community leader cited that gender is still a challenge she faces. These biases make it difficult for the government to communicate effectively and efficiently with its citizens. Patriotism and National pride go hand in hand and this is only possible when all Kenyans despite all their differences gender notwithstanding are viewed as equal members of the society and this will go a long way in promoting patriotism.

5.3.2 Scholars Undertaking Research

There is still a lot of room for research on this topic as the times change. The government's use of social media in delivering its policies to the citizens is an area of interest that scholars may find interesting to delve in. In the past few years, we have had many gazette notices being shared on social media handles and especially twitter that have later been proved to be false. Just recently,

there was a fake gazette notice that was pronouncing 24th October as a holiday. It goes without saying that social media is a powerful tool whose influence on government communication should be evaluated.

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APPENDICES

APPENDIX I: LETTER OF INTRODUCTION



**UNIVERSITY OF NAIROBI
FACULTY OF ARTS AND SOCIAL SCIENCES
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION**

*Telegram: Journalism Varsity Nairobi
Telephone: 254-020-491 0000, Ext. 28080, 28061
Director's Office: 254-020 4913208 Direct Line)
Email: soi@uonbi.ac.ke*

*P.O. Box 30197
Nairobi,
Kenya*

OUR REF:
YOUR REF:

DATE: October 07, 2022

TO WHOM IT MAY CONCERN

RE: MBUGUA L. A. WANJIKU - K50/34652/2019

This is to confirm that the above named is a bonafide student at the University of Nairobi, Department of Journalism and Mass Communication pursuing Master of Arts degree in Communication Studies.

Ms. Mbugua has completed her course work and is currently going to collect data for her research project leading to a Master of Arts Degree in Communication Studies.

Any assistance accorded to her will be highly appreciated.

A handwritten signature in blue ink, appearing to be 'Wendy Cheron'.

Wendy Cheron
Senior Administrative Assistant
Department of Journalism & Mass Communication



APPENDIX II: INTERVIEW FOR RESIDENTS

IIa) Questionnaires for Residents

PART 1: PROCESS

- 1. Name (Initials only):
- 2. Age:
- 3. Gender: Male..... Female.....
- 4. Duration of Residence within Kahawa Wendani Ward:
- 5. Level of education:

PART 2: COMMUNICATION

- 1. Which government campaigns do you recall from the recent past?
- 2. Have you ever heard of the “Najivunia kuwa Mkenya Campaign”? Yes.....
No.....
- 3. When and how did you hear about the campaign?
.....
- 4. From what other sources did you receive initial or subsequent information about the campaign?
.....
- 5. Which, among these channels, made the campaign easy to understand?
.....
- 6. What would be the reason for the answer above?
.....
- 7. What was the reason you preferred this campaign to others before or after?

PART 3: EFFICACY

- 1. What comes to mind when you hear the slogan “Najivunia kuwa Mkenya”?
.....
- 2. What is most memorable about the campaign?
.....
- 3. What do you think was the objective of the “Najivunia kuwa Mkenya” campaign?
.....

4. Did you receive any merchandise (stickers-shirts, arm bands,) during the campaign?

Yes..... No.....

5. Did you attend any of the campaign events?

Yes..... No.....

6. Do you think it was a worthwhile campaign?

Yes..... No.....

7. What reasons would you give for the response six above?

.....

8. What changes would you propose to the way this campaign was carried out?

.....

9. What do you think of the government’s choice of communicating about the campaign to its citizens?

.....

10. Which type of communication do you think the government should have used more to pass information during the campaign?

.....

11. What would be the reason for the answer above?

.....

12. According to you, did the “Najivunia kuwa Mkenya” make you proud to be Kenyan?

.....

13. Please give reasons for the answer above.

.....

14. What are your final comments about the way the “Najivunia kuwa Mkenya” was implemented?

.....

15. Please give any other feedback that you would wish to give as pertaining to government communication campaigns and communication between the government of Kenya and its people be it county governments, or the national government.

.....

APPENDIX III: INTERVIEW FOR COMMUNITY LEADERS

Iib) Questionnaires for community leaders

Questionnaire II

introduction-General

- 1. What is your name?.....
- 2. How old are you?
- 3. What is your occupation or position in society?
.....

Najivunia Kuwa Mkenya

- 1. Which communication campaigns have you heard of?.....
.....
- 2. Have you heard of the Najivunia kuwa Mkenya Campaign?
.....
- 3. From which channels did you hear about this campaign?
.....
- 4. Did this campaign have an impact on you?
.....
- 5. What changes would you suggest to the communication approaches for this campaign?
.....
- 6. How do you communicate to the people you lead? or intend to lead.....
.....
- 7. Which channels have proved most effective and why?.....
.....
- 8. Have you been involved in any communication campaigns?
.....
- 9. How has the communication process been like in terms of planning, choice of medium, audience

feedback.....
.....

10. What suggestions would you give to improve government communication with its citizens?

.....
.....

11. What are some of the challenges and breakthroughs that you face / have faced in communicating to the public as a leader?

.....
.....

APPENDIX IV: INTERVIEW FOR CAMPAIGN TEAM

Interview QUESTIONS / Questionnaires for Campaign team

Questionnaire II. c

Introduction

1. What is your name?.....
2. How old are you?.....
3. Which communication campaigns have you heard of?
.....
.....
4. Which ones were most memorable and why?.....
.....

Najivunia Kuwa Mkenya Campaign

1. What role did you play in the *Najivunia kuwa Mkenya* Campaign?.....
.....
2. What was the reason behind the Campaign being run?
.....
.....
3. What preparations were made prior to running the campaign?.....
.....
 - ★ Was there a pilot test?
 - ★ Who was the target audience- age, gender, education?
 - ★ What were the set objectives?
 - ★ Which documents were prepared- budget, questionnaires, maps, etc.
4. Which Communication Channels were used?.....

5. How many people do you think were reached and from which areas?.....
6. Do you think the Campaign was a success?
.....
7. If yes, why? And how would you quantify this? If no why not?.....
.....
.....
8. What changes did the campaign bring to Kenyans?
.....
.....
9. What we're the challenges you faced?.....
.....
10. Did the *Najivunia Kuwa Mkenya* Campaign make you feel more patriotic? Expound
.....
.....
.....
11. What were the highlights and lowlights of the campaign for you and for the team?.....
.....
12. If you were to redo the campaign what changes would you make?.....
.....
.....
13. What other sentiments would you like to share pertaining how the government whether national or county communicates with its citizenry?
.....
.....

APPENDIX V: NACOSTI RESEARCH PERMIT



NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

P O Box 30623 - 00100 Nairobi
Tel.: 020-4007000,0713788787
INVOICING DATE-12/Oct/2022

INVOICE: **22186**

INVOICE TO:
Lucy Wanjiku Mbugua
Kenya

ITEM DESCRIPTION	CATEGORY OF RESEARCH	PROCESSING FEE	TOTAL AMOUNT (KES)
Application Fees For - Research (Masters) Humanities and Social Sciences - Kenyan Citizens	Research (Masters)	1,000	1,000
Total Amount Payable (KES)			1,000

Issued By : -

Payment to be made to our account as detailed below:

East African Citizens - Kenya Shillings Account

Mobile money: Online Mpesa Express

or

Account Name: National Commission for Science, Technology and Innovation

Account No.: 1104162547 **Swift Code:** KCBLKENX

Bank: KCB Bank, Kipande House Branch, NAIROBI **Transaction Description.:** Research Licence Fee

Non-Kenyans - US Dollar Account

Account Name: National Commission for Science, Technology and Innovation

Account No.: 2904970067 **Swift Code:** CBAFKENX

Bank: NCBA Bank, City Centre Branch, NAIROBI **Transaction Description.:** Research Licence Fee

National Commission for Science, Technology and Innovation is ISO 9001:2015 Certified