EXAMINING LEXICAL STYLE IN YOUTH MAGAZINES
IN KENYA
A CASE STUDY OF ZUQKA AND PULSE MAGAZINES

BY
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A LINGUISTIC RESEARCH PROJECT SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD
OF MASTER OF ARTS DEGREE IN LINGUISTICS OF THE
UNIVERSITY OF NAIROBI

NOVEMBER, 2015
DECLARATION

This thesis is my original work and has not been presented in any other university.

Sign…………………………………… Date……………………………………

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This thesis has been presented for examination with my approval as the candidate’s Supervisor.

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Sign…………………………………… Date……………………………………

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DEDICATION

I dedicate this research project to my loving husband Patrick Kagiri, my princess Maisy Muthoni and to the memory of my late daughter, Margaret Wanjiku. In you I found the strength and the support to carry on with this work.
ACKNOWLEDGEMENTS

My most sincere gratitude goes to the Almighty God for giving me the grace, strength and favour to undertake this study. Glory and honour be unto thee.

I cannot forget to most profoundly thank my supervisor Dr. Mogambi H. for his professional guidance and insights in this study. Dr. Shroeder, you wholeheartedly supported me throughout this research project. Thank-you for believing in me.

The input of my lecturers was enormous. Prof. Okoth O., Dr. Michira, Dr. Brugeya, Prof. Lucia, Prof. Habwe, Mr. Manyora, Dr. Marete and Dr. Odour. My family for being a pillar when the going got tough, most sincerely I thank my dear husband for his support in the editing and organizing my manuscripts in the formative stage of this work. To all my classmates, I salute you for the encouragement and support I received from you.

Lastly, I sincerely thank my sister; Mercy Wangui for her great input this study, my helper Jacqueline who stood by me as I undertook this study. To all who contributed to the completion of this study, may our heavenly Father bless you abundantly.
ABSTRACT

This study sought to analyse lexical choice in Kenyan youth magazines that reflect and inform their identity. A Critical Discourse Analysis with a stylistic approach is the background under which the study has been carried out. The study contributed to the knowledge that language should be studied as a social tool used for communication. Additionally, the study supports the notion that, linguistics should be integrated into the everyday challenges of life and gives more insights into the role of language in shaping society. The theory provided the parameters under which the role of language in shaping youth identity in this study was carried out guided by its core principle that language changes according to context and situations.

Primary data for the study comprised articles extracted from two main newspaper magazines which are the Zuqka and Pulse youth magazines in the Daily Nation and The Standard newspapers respectively. This study investigated eighteen articles that were written for the youth and by the youth.

Lexical choice was found to be a major feature that informs the language used by the youth. Further, the study contributed to the knowledge that language shapes and is shaped by society. In view of the analyzed data lexical style used by the youth as observed in clipping, lexical borrowing, word coinage portrays their identity. Consequently this study recommends further research on language and youth identity based on the graph logical level of language as well as other social group like language and women identity in media texts.
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ABBREVIATED CONCEPTS

CA- Contrastive Analysis
CDA- Critical Discourse Analysis
CL- Critical Linguistics
DA- Discourse Analysis
DN- Daily Nation
SN- Standard Newspaper
UoN- University of Nairobi
CHAPTER ONE
INTRODUCTION

1.0 Introduction
This chapter formed a basis of the research in terms of the problem it investigated and analyzed. First, it brought to light the background of the study, statement of the research problem, research questions. Additionally, it examined the objectives of the study, the justification of the study as well as the scope and limitations of the study. The chapter also highlighted some definitions of concepts, the literature review and theoretical framework. In conclusion, it put forward the research methodology.

1.1 Background of the study
A newspaper is termed as a periodical that appears recurrently and repeatedly, and conveys news about a broad variety of current events. It has a diverse variety of items for example, news-items, articles, reviews, imaginative writings, advertising, competitions and much more [Stephens, Collier’s Encyclopedia 2000].

‘Newspaper style has been discussed to be an arrangement of interrelated lexical, phraseological and grammatical means. Linguistically, it is understood to be a separate linguistic unity. Its key role is to bring up to date information and educate the reader. (Ibrahimo, 2012). English newspaper writing is traced in the 17th century; there was the emergence of short news pamphlets. Thereafter, the first regular series emerged which was known as the weekly news which was first dated on March 11, 1702. The newspaper was found to have evolved into classification of language media, becoming a distinct a functional style in the 19th century. (Stephens, Collier’s Encyclopedia, 2000).

Abuoga (1988:11) observed that ‘Newspapers in Kenya emerged from the Coastal town from the late 1890’s to early 1900’s. During this period the missionaries, traders, explorers and settlers were arriving in East Africa. In view of this, the origin of newspapers in Kenya is linked to these groups of people and also the colonial government in Kenya. Most expressions to the views and opinions favoured the settler communities due to racialism and common interests. Views and opinions of other races such as Indians and Africans were put at the peripheral. Newspapers contain a range of
items; News, Advertising, Sport, Entertainment among others. The newspaper news can be divided into: Home/domestic vs. international news Hard vs. soft news.

Hard news is a term that points to stories which combine the concept of important and time-bound stories. Hard news has little value after 24 to 48 hours. News found in this category are such as, politics, economy, war, disasters, accidents, science, technology, law crimes, protests, etc. Soft news is not time-bound, the story happens over a long time span. It is relevant any day and for a long period and still be newsworthy. Soft news includes issues on: people, places, issues that affect the reader’s lives and communities’ problems(Wordpress.com, Abudira, 2015). Linguistic tools in newspaper language include transitivity, lexical structure, interpersonal elements, modality and speech acts (Sajdl.grin.com, 2006). This current study will investigate the lexical structure of youth magazines as mentioned elsewhere in this study. Teen language popularly termed as sheng is a way of life used by youngsters to set themselves apart from the mainstream culture. Olsen(2006) observed that Sheng gives them a sense of identity with its shared codes only understood among them. A characteristic feature of youth magazine is that the language seems to take a casual outlook, employs slang, it is speech-like. The language in addition has clippings, blending of words, borrowing and acronyms. Sheng is characterized by short sentences and the few long one have dashes and commas.

This study focused on two Kenyan newspapers, The Nation Newspaper and The Standard newspaper which have youth magazines (Pulse and Zuqka) in their Friday publications. This broadly formed the focus of this research.

1.2 Statement of the problem

The youth in our society use different strategies to communicate. The two youth magazines, the Pulse and the ZuQka are a mirror of the techniques the youth in our society employ in their quest for effective communication. This study will employ Critical Discourse Analysis (CDA) and a stylistic approach. The study sought to investigate the word choice and the lexical structure in these magazines with a view to point toward how this is used to reflect youth identity in the magazines.
Many aspects of youth magazines could be analysed for example; use of punctuation, capitalization, the degree of formality in terms of vocabulary, slang, use of idiomatic language, phrasal verbs, personal pronouns and dramatic language, simple and complex sentences, transitional markers. The study sought to investigate word choice which entails figurative language and non-standard forms of words in the youth magazines.

1.3 Objectives of the study

1.3.1 General objective
To investigate how newspaper magazines use language to portray a specific group in society.

1.3.2 Specific objectives
1. To investigate linguistic tools used for the construction of youth identity.
2. To find out how lexical style used in the magazines portray youth identity.
3. To investigate how the youth achieve coherence and cohesion as they communicate to their peers.

1.4 Rationale and justification of the study
Critical Discourse Analysis is now recognized for more than twenty years now as a field of multi-disciplinary teaching and research, extensively utilized in the social sciences and humanities such as Sociology, Geography, History and Media studies (Weiss & Wodak, 2002). The significance of this study is to give emphasis to the fact that the language used in media texts could be used to portray a specific group in society - language and youth identity. It will also help in the understanding the various ways that the youth use language for their communicative purposes. The knowledge created by this study will therefore go a long way in creating a better communicative understanding between and among different social groups in Kenya.

1.5 Scope and Limitations of the study
This study focused on two Kenyan youth magazines, *The ZuQka* and *The Pulse* youth magazines. *ZuQka* is from the Daily nation newspaper which is an independent newspaper and termed as the leading newspaper in the country, it boasts a circulation of about 205,000 copies. Daily nation newspaper is also the most influential paper in East
Africa. It’s managed by the Nation Media Group company which also runs the Nation Television Network (NTV) and a radio station in Kenya known as *Easy*. Its headquarters is situated at Kimathi Street in Nairobi at the Nation Centre. (Answersafrica.com/Kenyan-newspaper).

*Pulse* on the other hand is a magazine in the Standard Newspaper which is one of the oldest Kenyan newspapers. It is a publication of the Standard Group. The company also manages the Kenya television Network (KTN) and a radio station in Kenya known as *Radio Maisha*. They also run an online news portal which wires news across Kenya and the globe (Answersafrica.com/Kenyan-newspaper). The study did not investigate other newspaper magazines for example those of *The Nairobian, The Star, or The People Daily*.

The data for this study was collected for a period of three months, starting from January to March this year. Two newspapers youth magazines that feature every Friday in line with the allocated time-frame of this project. Articles with the most useful data like the *scene at* in the *Pulse* magazine and *Comrades in the ZuQka, Nadia’s book from ZuQka, Philip@ZuQka,* embarrassing moments *from Pulse, cover story from Pulse* magazine formed the data of this project. Other youth magazines for example *The Young Nation* in *The Nation Sunday* newspaper, the *insider* among other youth magazines were not studied.

1.6 Literature Review

This section examined other works that have an impact in this study. It was the concern of this study to examine studies that have used the same theoretical framework and studies in the media related areas. A study done by Getyno (1997) studied Kenyan newspaper discourse; he expounded on the Typology and Ideology in Kenyan newspapers. In particular, he studied three sub-varieties of newspaper language; Newspaper reporting, editorials and news analysis. His study related with this current study in terms of scope which is media and the methodology used asimilar study done in the same field is by Katumba (2005) on the language use in the Kenyan newspaper; *Sunday Nation*. The study focused on language use in the *Sunday Nation*.

She sought to investigate whether the *Sunday Nation* had a definable register and style focusing on the level of language formality. Another concern of her study was to examine
whether the newspaper had indigenized English. This study is relevant to the current study as the scope is on newspaper language. Similarly, Ooko (2008) carried out a study on the role of language in maintaining imbalance in society. Critical Discourse Analysis is used to explore gender relationships and roles as portrayed in the Kenya print media in the Saturday Magazine of the Daily Nation. This study is relevant in the current study as it uses the same theoretical framework and also a similar domain of the data, that is, print media. A study done by Maloba (2002) studied a Discourse Analysis of opinion columns. This is a meticulous linguistic analysis of opinion columns texts with emphasis in cohesion and deixis. The domain of the data is relevant in the current study while the theoretical framework is similar to the one undertaken by this study further to this, Magutu (2010) discussed discourse analysis (DA) of media texts: A case study of Mutahi Ngunyi’s texts in the Sunday Nation newspaper. His study employed a similar theoretical framework to this study and also the non-literary field of newspapers.

Stylistics could be defined as the application of language study to the choices that are made in texts, both literary and non-literary texts. The newspaper falls under the category of non-literary texts which includes; political speeches, media articles, television, web broadcasting and so on. This form of analysis is largely regarded as Critical Discourse Analysis or Text Analysis.

1.6.1 Linguistic and non-Linguistic methods of Textual Analysis
Wodak, R and Busch B. in an article on Approaches to media text observed that Coherence (the semantic dimension, which is constitutive for construction of meaning) and Cohesion (the syntactic dimension are constitutive of text) play a role in analyzing texts. The Linguistic and the Non-Linguistic approaches differ in that non-linguistic methods highlights specifically the semantic dimension of coherence while linguistic methods highlights the systematic analysis of the two aspects. The main purpose is to make the interconnection between cohesion and coherence dimension evident as quoted by (Tritcher et al., 2000).

Both the ‘Linguistic and sociolinguistic study emphasizes the linguistic information form the texture of the text’ (Fairclough, 1995, P.21) as quoted in the Textual Analysis and Stylistics academia.edu. This intends to shed light on socio-cultural contexts. The article
also quotes Garret & Bell (1998) and Fairclough (1995) who provide a summary of different texts and discourse analytical approaches and their relevance in media analysis. The methods encompassed in Critical Linguistics stress the necessity of context, the social and historical situativity of the text and the intertextual and finally the interdiscursive aspect.

Today, to the best of my knowledge, no study has been done to analyze the language of a specific social group as portrayed in the newspaper language in Kenya. It was the intention of this study therefore to fill this knowledge gap. The study was to be undertaken using the Critical Discourse Analysis with a stylistic approach.

Discourse is termed as the ongoing use of texts in their communicative environments, that is, in their contexts. Discourse analysis (DA) thus can be termed as an interdisciplinary study of discourse within linguistics (Georgakopouy & Goutsos, 1997). Critical Discourse Analysis (CDA) sees ‘language as a social practice’, Fairclough & Wodak, (1997) as quoted by Weiss & Wodak, 2002:13) and considers the context of language use to be crucial. Depicting discourse to be a social practice posits that there is a link shared by a particular discursive event and the situations, institutions and social organizations that enclose it, hence discourse is termed to be socially constitutive as well as socially conditioned (Weiss & Wodak, 2002).

Critical Discourse Analysis is a problem-oriented social research instituted in history, semiotics and linguistics. These are terms usually identified with CDA. Text, discourse and context. Discourse analysis has its origin in textual and linguistic analysis. The field of Critical Discourses Analysis is faced with the challenges of the many ways by which the concept of discourse is defined. Bloor & Bloor (2007) highlights these kinds of distinction as quoted in an Open Journal in Encarnation Hidalgo Tenorio, University of Granada.

‘Discourse is the highest unit of linguistic description; phonemes, morphemes, words, phrases, clauses, sentences and texts; Discourse is a sample of language usage, generally written to be spoken, that is, a speech; Discourse refers to the communication expected in one situation context, alongside one field and register,
such as the discourse of law or medicine; Discourse is human interaction through any means, verbal and non-verbal; Discourse is spoken interaction only; Discourse stands for the whole communicative event’.

As quoted in an Overview of CDA by Encarnation Hidalgo Tenorio University of Granada Van Dijk (1997) suggests linguistics, cognitive and socio-cultural definitions. At first, discursive is described at the syntactic, semantic, stylistic and rhetorical levels, two, he recommends that it needs to be comprehended in terms of interlocutors’ processes of production, reception and understanding, three, and he refers to the social aspect of discourse which he recognizes as a categorization of contextualized controlled and purposeful acts realized in society. He further alleges that, each context controls a specific type of discourse and each discourse depends on a specific type of context. This is because context is mostly cognition (comprehension of social situations and institutions and of how to use language in them (Van Dijk, 1997).

### 1.6.2 Stylistics

Style is also termed to be distinctive: in essence, the set or sum of linguistic features that seem to be characteristics: whether of register, genre of period among others. Stylistic features are essentially features of language, so style in one sense is synonymous with language. (Wales, 2001: 371). Style is also viewed in terms of comparing one set of traits with another in terms of deviation from a NORM. Different texts will reveal different patterns of dominant or fore-grounding features. (ibid).

As discussed by Keziah and Jonah (2010,2011), Style can be highlighted as follows: - A shell surrounding a pre-existing core of thought or expression. Style is the choice between alternative expressions. It could also be termed as an arrangement of individual characteristics or a deviation from a norm. Further to these style is a group of collective characteristics and finally it is referred to as those relations among linguistic entities that are stable in terms of wider spans of text than the sentences Enkvist (12). According to Katie Wales in A Dictionary of Stylistics, 2nd ed. (Pearson, 2001), as quoted in an e-paper by Richard Nordquist " stylistics aim is not just simply to describe the formal features of texts for their own sake, but in order to show their functional significance for
the interpretation of the text; or in order to relate literary effects to linguistic 'causes' where these are felt to be relevant.

Stylistics goal is to account for how readers interact with the language of (mainly literary) texts in order to explain how we understand, and are affected by the texts that we read. In the study of the youth magazines these stylistic tools will help in determining how identity is achieved in the youth magazines. Stylistics can trace its roots to the formalist tradition that developed in Russian Literary Criticism at the turn of the Twentieth-Century, particularly in the work of the Moscow Linguistic Circle. Its most famous member and the most well-known exponent of Russian Formalism was Roman Jakobson (1896-1982) whose work focused on defining the qualities of what he termed as ‘Poetic Language’ (www.cambridge.org).

Stylistic analysis in linguistics refers to the identification of patterns of usage in speech and writing for the purpose of commenting on quality and meaning in a text. Stylistic analysis is termed as a normal part of literary studies. It is applied as part of comprehending the possible meanings in a text. style and stylistics are complex concepts and may never be plainly defined due to its highly interdisciplinary nature, linguistic stylistics exhibits numerous levels of analysis related to various language-study fields, i.e. lexical classes, morphology, syntax, semantics, discourse analysis, etc. Analyzing linguistic and literary studies stylistically is a habitual occurrence in language studies. The driving force of such studies is to identify patterns of usage in speech and writing. In both linguistic and literary studies a great emphasis is paid to the text. The linguists aim is to investigate the possible meanings in a text. Stylistic analysis primarily has to do with the uniqueness of a text; that is, what it is that is peculiar to the uses of language in a literary text for delivering the message. This is in line with the current study as it seeks to investigate exclusive ways that the youth magazine utilizes language to achieve a communicative effect among the young people. This logically involves comparisons of the language of the text with that used in conventional types of discourse. (Qian, 2006 & Wang, 2001) as quoted in an e-paper, (CCSE, Min Li, 2009).
Aspects of stylistics include; Graphological level - it deals with the aesthetics of a text, paragraphs, logical organisation, numbering, punctuation, capitalisation, spacing, font, type size, pictures, colours, size of paper, titles, headings and many other things concerning visual aspects of a text. Lexical level - this refers to the choice of specific lexical items in a text..., their distribution in relation to one another, and their meaning...” (Crystal and Davy 1969: 19). Syntactical level - Studies sentence structure and word order. Grammatical level - this is in the field of morphology, that analyses the arrangement of words and classes of words. Secondly it studies the structure of sentences which is referred to as syntax (Crystal and Davy, 1969). Semantic level - ‘Semantics is traditionally defined as the study of meaning’ (Lyons, 1995: 3).

1.7 Theoretical Framework
The Critical Discourse Analysis theory popularly known as the CDA with a stylistic approach was used. This theory and approach helped in analyzing the variety of words and the non-standard forms used in the newspaper youth magazines - Zuqka and Pulse to determine how their use portrays the identity of the youth in Kenya. Theoretically, the study falls within the field of Applied Linguistics.

1.7.1 The Critical Discourse Analysis
Discourse Analysis is a contribution to the study of language ‘in use’ (Van Dijk, 1985). Critical Discourse Analysis refers to the Critical Linguistic (CL) approach of scholars who find the larger discursive unit of text to be the basic unit of communication (see Anthonissen, 2001) as quoted by (Weiss & Wodak, 2002:12).

Critical Discourse Analysis employ diverse approaches, they are derived from different theoretical backgrounds and also employ a variety of data and methodologies. CDA sees discourse as language use in speech and writing that is as a form of ‘social practise’ (Weiss & Wodak, 2002).

Critical Discourse Analysis draws most of tools from stylistics. For example: modality, transitivity and nominalisation, other modern tools are naming, opposition and negation.

Media texts are a common subject of analysis in Critical Discourse Analysis [See Stephens, Collier’s Encyclopedia].
Fairclough highlights a Three-dimensional framework of investigating discourse;

First, Discourse as text that entails the linguistic features and organization of concrete instances of discourse. Choices and patterns in vocabulary (e.g. wording, metaphor, grammar (e.g. transitivity, modality), cohesion (e.g. conjunction, schemata), and text structure, such as the use of passive verbs or nominalizations in news reporting could be used to obscure the agent of political processes. (Bloommaert, 2005:29). Second, Discourse as discursive practice which implies discourse as something that is produced, circulated, distributed, consumed in society. Fairclough terms these processes majorly as circulation of concrete linguistic objects. This approach claims that when vocabulary, grammar, cohesion, and text structure are analysed, emphasis ought to be given to speech acts, coherence, and intertextuality which are the three aspects that link a text to its wider social context (ibid:29) Third, Discourse as social-practice which focuses on the ideological effects and hegemonic processes in which discourse is seen to operate. Hegemony relates to power that is accomplished by constructing alliances and integrating classes and groups through hoje stake in hegemonic struggle’. Fairclough uses this third approach to construct his approach to social change which largely is the manner that discourse is being represented, re-spoken, or re-written. (ibid:29,30)

In view of these three dimensions, Fairclough adds a threefold distinction in research methodology. Which are: Description- In this phase, CDA focuses on the textual-linguistics features of the material. It entails an action like that one of a participant in the sense that the researcher adopts the participants’ categories in his description, but the researcher (in contrast to the participants) require to construct his/her interpretive framework clear. Interpretation. This is in relation to the way that participants get to some in a way understand discourse in view of their cognitive, social, and ideological resources. Fairclough argues that participants ‘reproduce’ elements of social ideologies through everyday interaction organized interpretive procedures. Explanation-In this phase, the researcher draws on social theory. Social theory enhances the movement from ‘non-critical to ‘critical’ discourse analysis. This then creates a broaderview that individual instances of communication can be placed and from which they derive meaning. To start with a simple one, van Dijk (2001: 99) as quoted by (Bhatia,
Flowerdew and Jones, 2008) has suggested the following features of text to examine; Stress and intonation, word order, lexical style, coherence, local semantic moves such as disclaimers, topic choice, speech acts, schematic organization, rhetorical figures, syntactic structures, propositional structures, turn takings, repairs, hesitation. This current study will embark on Lexical style and Coherence and cohesion in two newspapers youth magazines.

Three Dimensional view of Discourse Analysis

Fairclough Critical Language Awareness is illustrated below;

1.7.2 The basic principles of Critical Discourse Analysis

Fairclough (1992) highlights five tenets that outline his approach to Critical Discourse Analysis; first, Discourse shapes and is shaped by society. This is analyzed in two way as language changes according to the context and that situations are altered according to language used for example in news reporting and advertising language can affect attitude and influence behavior. Second, Discourse helps to constitute (and Change) knowledge, social relations and social identity. Language use has an effect on the way the world is represented-nationalism, us and them. For example, anti-abortionist terming themselves ‘pro-life’ posits that their opponents are ‘anti-life’.
Third, Discourse is shaped by relations of power and invested with ideologies. For instance, the way certain languages, accents or dialects are valued or devalued. For example in the medical language, traditional medicine is termed as alternative therapies. The term ‘alternative medicine’ is marginalized in that it implies that ‘non-alternative medicine’ is the standard, rather than one of two options.

Fourth, the shaping of discourse is a stake in power struggles. Language is an authoritative apparatus for social control and, therefore is contested and contestable.

Fifth, Critical Discourse Analysis seeks to show how society and discourse shape each other. Language use is not a neutral experience. it is concerned with developing consciousness of the issue, a pre condition for developing new practices and conventions hence contributing to social liberation and social justice. My study will be anchored by some of the foundational Principles of Critical Discourse analysis explained in the preceding paragraphs for example the principles that highlight that,

‘Discourse constitute society and culture, and is constituted by them, discourse does ideological work-representing, constructing society reproducing unequal relations of power, Relations between text and society are mediated and a socio-cognitive approach is needed to understand these links, discourse analysis is interpretive and explanatory and implies a systematic methodology and an investigation of context, discourse is a form of social action’. (Fairclough&Wodak 1997).

1.8 Research Hypotheses
1. Youth Magazines employ word choice to achieve a communicative effect among the youth
2. Language may be used to portray identity within a social group in society.

1.9 Research Methodology
1.9.1 Research Design
This study used both qualitative and quantitative analysis which is the process in which we move from raw data that has been collected as part of the research study and used to offer explanations, understanding and interpretation of the phenomena, people and
situations which have been studied (www.researchproposals). This approach aided in analyzing data which was collected for a period of three months from Pulse and Zuqka youth magazines.

1.9.2 Sampling Design
Purposive sampling was used to select eighteen articles that were rich in the language styles that were analyzed. The articles picked are either written for the youth or by the youth. Ten were from ZuQka and eight were from Pulse magazine.

1.9.3 Data collection procedure
Raw data was collected for the period between January to March this year. Eighteen articles from Zuqka and Pulse youth magazines were used for analysis. Pulse from The Standard Newspaper and Zuqka from The Daily Nation. The articles are the ones written by the youth and for the youth. The identified articles in the two magazines were used for the analysis of this study.

1.9.4 Data Analysis
The study employed contextual analysis which involves description of content of written material for example for example the figures of speech used (Berger, 2000) This systematically described the form and content of the articles in the youth magazine.
CHAPTER TWO
KEY CONCEPTS OF THE STUDY

2.0. Critical Discourse Analysis

2.1 Introduction
This chapter explores a deeper understanding of the various terms that Critical Discourse Analysis employs. As mentioned elsewhere in this study CDA incorporates stylistic tools in its analysis of language. Such terms such as lexical style and grammatical style are also expounded.

2.2. Definition of Key terms in the Studies

2.3 Text
A text is ‘a communicative occurrence which meets […] the standards of texuality’ (de Beaugrande& Dressier, 1983, p.3 as quote in http://seas 3 elte.hu).

Text is commonly used when discussions have a more linguistic basis or aim (Van Dijk, 1978 quoted in Van Dijk, 1985). Where the material, form and structure of language are at issue, the study tends to be textual. ‘Text is a semantic concept’ (Halliday, 2002:45). A text thus is termed as a semantic unit which is realized in sentences but not composed of them. (ibid).

‘A text is to the semantic system what a clause is to the lexicogrammatical system and a syllable to the phonological system’. (Halliday, 2002:45).

According to Hwawthorn (1992), text and discourse differ because;

Michael Stubbs treats text and discourse as more or less synonymous, but notes that in other usages a text may be written, while discourse is spoken, a text may be non-interactive whereas discourse is interactive… a text may be long or short whereas discourse implies a certain length and a text must be possessed of surface cohesion whereas a discourse must be possessed of a deeper coherence. Finally
Stubbs notes that other theorists distinguish between abstract theoretical construct and a pragmatic realization, although, confusingly, such theorists have not agreed upon which of these is represented by the term ‘text’. (quoted in Mills 1997:4).

One of the most essential features of text is that it is interaction. The exchange of meanings is an interactive process, and text is the means of exchange. Further to that, In order for the meanings which constitute the social system to be exchanged between members they must first be represented in some exchangeable symbolic form, of which language is the most accessible form. So the meanings are encoded in the semantic system, and given the form of text.

The data below demonstrates the exchangeable symbolic interaction feature of a text.

His towering figure and gentle persona are hard to ignore from the minute the interview starts off. I don’t know where foot in the US. I grew up in Sweden from the age of nine years,’ he says, breaking with a slight chuckle, trying to explain ‘foreign’ accent. His experience in a foreign country a passion for music and also fermented his dream of home to Kenya a country he would often visit on his vacation. I know Sweden in and out I fell in love with music there because of the many opportunities. It reached a point as a young person you see things like racism even when I could speak Swedish fluently and knew culture I was still big black guy and it was awkward,’ he says. His debut came at the age of eleven when he started out in a rock band they used to have you centres with instruments, tutors and all that so they would advertise in the papers for kids to go and learn. I used to sing and play bass. From there got in touch with digital production. My professional life was working as a producer with ‘Blao Entertainment,’ he recalls. (sample 11).

The use of pronouns I, he, his it in the above data enhances symbolic interaction between the writer and the readers in this text.

2.4 Discourse

‘This is linguistic communication seen as a transaction between speaker and hearer, as an interpersonal activity whose form is determined by its social purpose. Text is linguistic communication (either spoken or written) seen simply as a message coded in its auditory
Discourse must be understood in its widest sense: every utterance assuming a speaker and a hearer, and in the speaker, the intention of influencing the other in some way... it is every variety of oral discourse of every nature from trivial conversation to the most elaborate oration...but it is also the mass of writing that reproduces oral discourse or that borrows its manner of expression and its purposes: correspondence, memoirs, plays, didactic works, in short, all genres in which someone addresses himself as the speaker, and organizes what he says in the category of person. The distinction we are making between historical narration and discourse does not at all coincide with that between written language and the spoken. Historical utterance is today reserved to the written language, but discourse is written as well as spoken. In practice, one passes from one to the other instantaneously. Each time that discourse appears in the midst of historical narration, for example, when the historian reproduces someone’s words or when he himself intervenes in order to comment upon the event reported, we pass to another tense system, that of discourse (Ibid:208-9, quoted in Mills, 1997:5).

‘Discourse is language- in- action and investigation it requires attention both to language and to action’ (Hanks, 1996 quoted in Blommaert, 2005). Further, discourse could be said to comprise every form of semiotic humanendeavourperceived in connection with social, cultural, and historical patterns and developments of use. Such as, a standard newspaper advertisement currently has written text in a variety of forms, ranging from headlines to small print, with differences in shapes or color that are meaningful (Blommaert, 2005).

The data below illustrates a discourse between a Pulse writer and a fashion designer. Pulse: what is fashion to you?
Vivian: Fashion is complementing the inner feeling of whom I see myself as being through trends that help to define me.

Pulse: have you transformed your style in the last three years?

Vivian: I gradually change my dress code to suit the image that I want to bring out depending on the projects and seasons.

Pulse: Does your celebrity status help to dictate this?

Vivian: Naturally, I have always been a tomboy but I’ve had to be keen on my make-up and dress code since I launched my music career.

Pulse: what would you say is your trademark look?

Vivian: My haircut is definitely my trademark. I can never imagine myself with long weaves!

Pulse: Do you have a specific stylist or place where you get your collections?

Vivian: I shop anywhere and everywhere but I am hoping to get the best stylist in town very soon.

Pulse: Do you have a specific stylist whose work you admire?

Vivian: The pulse fashionista and fashion blogger Silvia Njoki. I have seen her style on Instagram and I think she has pretty good fashion sense.

Pulse: Shoes or jewellery

Vivian: I am really big on jewellery. I feel that no look is complete without accessories.

(sample 18)

From the above data the notion that every utterance assumes a speaker and a hearer, with the intention of influencing the other in some way is clearly illustrated.
2.5 The Social Nature of Discourse

We use discourse all the time in our day to day interaction. Discourse is believed to be what sets us apart from other species and enhances the development of society and community. We do not have terms like ‘non-social, non-cultural or non-historical use of discourse. The use of discourse is essential in all spheres of our social, cultural, political surroundings. Consequently, discourse is what changes our environment into a socially and culturally meaningful one. This kind of meaning is both linguistic and social cultural and this set of conditions cannot be taken advantage of by everyone in the same way. (Blommaert, 2005) This claim thus lead us to the social differences in discourse structure and usage which informs the objective of this study which is to examine how language is used to depict the youth in newspapers magazines.

2.6 Context

Context is said to focus on the means by which linguistic form which is mainly text grow to be, get integrated in, or turn to constitutive of larger pursuits in the social world (Bloomaert, 2005:39). Further, the way in which language fits into context is what creates meaning, what make it (mis)understandable to others. For example, from a small level, every sentence produced by people occurs in a distinctive environment of preceding and subsequent sentences, and thus derives part of its meaning from these other sentences. Moreover, at the a wider concept, context is examined in the echelon of universals of human communication and of human social order. in view of the fact that humanity is divided into women and men, youngsters and the old and old citizens, this broadly forms the basis in which this study is informed.( Bloomaert,2005). Context is potentially everything and contextualization is potentially infinite. (Ibid: 40). He further observes that people seem to have rather clear though not accurate ideas as far as making language fit into activities and how they have to create meaning out of this blending is concerned.

Contextualization is observed to comprises all activities by which participants which make relevant, maintain, revise and cancel any aspect of context which, on the other hand, is responsible for the interpretation of an utterance in its particular locus of occurrence (Auer 1992:4) as quoted in (Bloomaert,1992: 41). According to Gumperz(1982,1992), human beings derive meanings in interactions and, considering
both extensive ethnographic concerns in addition to narrower conversation-analytic ones, he observed that people pick up quite a few unsaid meanings in such interaction. He further posits that interpretation which is commonly known as ‘understanding’ is the result of contextualization process in which text in this case utterances, statements, oral as well as written texts are ‘indexically’ made to fit’ a particular set of context(s) by participants in the interaction. Ideally, he wraps up by observing that if we want to explain the way in which people make sense socially, in real environments, we need to understand the contexts in which sense-making practices develop for example the way language is used to create identity in youth magazines.

## 2.7 Intertextuality
‘Intertextuality refers to the fact that whenever we speakers produce the words of others, we constantly cite and re-cite expressions, and recycle meanings that are already available’ (Bloomaert 1992:46).

Intertextuality grounds discourse analysis firmly into histories of use- histories that are social, cultural, and political, and which allow the synchronic use of particular expressions to acquire powerful social, cultural, and political effects. It invites us to look beyond the boundaries of particular communicative events and see where the expressions used there actually come from, what their sources are, whom they speak for, and how they relate to traditions of use […]. Intertextuality accounts for a lot of what we understand by the ‘normative’ or the ‘standard’ in language use, and Gompers (2003:117) rightly emphasizes the value of intertextuality in uncovering the indexical ties between signs and interpretations.(Ibid 46-47).

## 2.8 Coherence
‘Cohesion can be thought of as a process in the text, the linking of some element – often but not always an element that is inherently presupposing – to something that has gone before, or in certain instances to something that is to follow’. ‘Cohesion is also a relation in the system’ (Halliday, 2002:43). Coherence captures the content based connections
between the words that make them produce sense. (Mey, 2001:153). Mey (2001) further expounds that coherence has to do with the global meaning involved in what we want to express through our speech activity. It can therefore be termed as the ways a text makes sense to readers and writer through the relevance and accessibility of its configuration of concepts, ideas and theories.

Yule (1996) posits that language users believe that what is said will make sense in terms of their normal experience of things. He further puts forward that, ‘normal’ experience will be locally interpreted by each individual and hence will be tied to the familiar and the expected. People are believed to make sense of what they read and hear. They strive to arrive at an interpretation that is in sequence with their experience in the way they perceive the world. The crucial notion of coherence is something that exists in people not just in words or structures (Yule, 2006:126).

Coherence can be achieved by; first, using Repetition to link ideas, sentences, and paragraphs. Repetition of key words in a text helps to link ideas. Use of repetition also helps the reader to remain focused and enhance a smooth flow of ideas. Second, use of expressions to link ideas, sentences, and paragraphs. Transitional expressions, for example furthermore, moreover, therefore, and however, are used to institute relationships between ideas, sentences, and paragraphs, these transitional expressions serve as a pointer to let the reader know the previous idea, sentence, or paragraph is connected to what follows. Thirdly, Pronouns to link sentences. They help in linking or connecting sentences by referring to preceding nouns and pronouns. Pronouns facilitate to create paragraphs that can be read in a simple manners avoiding wordiness and unnecessary repetition. For example, Mr. Sossion agreed to meet with the members of the Teacher’s Service Commission. He signed the return to work formula. He was interested in hearing their point of view concerning the proposed salary increments.

The use of pronouns *he* and *their* in the illustration given above aid in eliminating unnecessary repetition and also in eliminating wordiness in the statement.

Fourth, synonyms to link ideas and create variety. Synonyms are words that have the same or nearly the same meaning as another word. Synonyms are used to provide
alternative word choices they basically aim to add variety to an essay and can help eliminate unnecessary repetition. Fifth, the use of parallel structures to connect ideas, sentences, and paragraphs. Parallelism entails the matching words, phrases, clauses, or sentence structures to express similar ideas. These structures also permits the reader to follow smoothly from one idea, sentence, or paragraph to the next and to comprehend the link and connections between ideas. (http://www.selu.edu/acad_research).

2.9 Cohesion
Richards and Schmidt (2010), refer to cohesion as the grammatical and/or lexical relationships between the different elements of a text. Halliday (2002) Characterize cohesion as form of grouping in which various grammatical and lexical features are brought together. He categorises cohesive ties in two main types as follows;

2.9.1. Grammatical cohesion
2.9.2 Lexical cohesion-based on
1. Structural content (clauses in sentence structure)
   (a) Dependence
   (b) Linking
2. Non-structural content which involves
   (a) Anaphora
      (i) Deictic and submodifiers
      (ii) Pronoun
   (b) Substitution
      (i) Verbal
      (ii) Nominal

B. Lexical- this category of cohesion involves;
1. Repetition of item
2. Occurrence of item from same lexical set.
Halliday and Hasan’s taxonomy of cohesive devices.

- Reference
- Substitution
- Ellipsis
- Conjunction
- Reiteration
- Collocation

These cohesive devices help to create coherence within a text.

**2.9.3 Intentionality and acceptability**

People use texts even though they do not seem fully cohesive and coherent. Attitudes of the text users should thus be included among the standards of texuality. ‘A language configuration must be intended to be a text and accepted as such in order to be utilize in communicative interaction’. (Beaugrande & Dresser, 1996:113). Intentionality is said to consider the intention text producers. They intend the language configuration to be a cohesive and coherent text.

Acceptability what is actually accepted in communication (ibid: 130). Informativity is referred to as the extent to which a presentation is new or unexpected for the receivers mostly it is applied to content however occurrences in any language system might be informative. Claude Shannon and Warren Weaver (1949) designed the Information Theory based on Statistical probability. The theory posits that the greater the number of possible alternatives at a given point, the higher will be the information value when one of them is chosen (Beaugrande & Dresser, 1996).

**2.10 The Critical Discourse Analysis**

‘CDA states that discourse is socially constitutive as well as socially conditioned’. (Bloomaert 1992:25). Critical Discourse Analysis focuses on the
intersection of language/discourse speech and social structure, it also advocates for an operational intervention in the social practices it critically investigates. (ibid).

[CDA] studies real, and often extended, instances of social interaction which take (practically) linguistic form. The critical approach is distinctive in its view of (a) the relationship between language and society, and (b) the relationship between analysis and the practices analyzed. (Kodak 1997:173 quoted in (Blommaert, 2005).

In Critical Discourse Analysis, Languages is termed as a central part of the social process and that speakers and writers select from the vast range of options available subject to the social situations they find themselves in. ‘There’s is a strong and pervasive connection between linguistic structure and social structure… and that social groupings and relationships influence the linguistic behavior of speakers and writers (Kress and Fowler 1979:185).

Kress and Fowler (1979) claim that ‘syntax can code a world view without any conscious choice on the part of the writer (p.187).Halliday’s systematic functional grammar emphasizes the link between the grammatical system and the social and personal needs that language is required to serve (Halliday, 1970). Further to that, Halliday highlighted three meta-functions of language, which are continuously interconnected. First, the ideational function, entails situations where language lends to structure experience—this structure, has a dialectical relationship with the social structure. Secondly, the interpersonal function which constitutes relationships between the participants, and thirdly, the textual function which comprises of cohesion and coherence in texts.

In Critical Discourse Analysis, there is a propensity of analyzing discourse both at the micro-level and the macro-level. The former is directed to the textually focused areas whereas the latter focuses on the wider contextual issues such as inequality, History among others (Bloomaert, 2005). Ideally, whenever language analysis seeks out to be critical, it needs to engage in the world in which it operates. As opposed to non-critical linguistics, critical linguistics does not just describe,
...discursive structures, but also [shows] how discourse is shaped by relations of power and ideologies, and the constructive effects discourse has upon social identities, social relations and systems of knowledge and belief, neither of which is normally apparent to discourse participants (Fairclough 1992). He further observes that Critical Discourse Analysis is related to functional linguistics in two main ways: First by the fact that it refuses the treatment of language systems as autonomous and independent of ‘use’, or the separation of ‘meaning’ from ‘style’. Secondly by the fact that it supports Halliday’s view of the grammar of language as composed of ‘options’ amongst which speakers make ‘selection’ according to social circumstances. The influence that language can wield in society and also the one society can exert in language is vast. It is in line with this view that this study aims at exploring how lexical style is used to bring out youth identity in youth magazines. As a result, the domain of enquiry of CDA is necessarily limited as follows:

... the reproduction of sexism and racism through discourse, the legitimization of power; the manufacture of consent; the role of politics, education and the media; the discursive reproduction of dominance relation between groups; the imbalances in international communication and information (Kress1990:1).

Critical Discourse analysis approach to language study is said to be eclectic in nature. It borrows from several other disciplines. These approaches are both in linguistics and outside linguistics. The areas include pragmatics, sociolinguistics, cognitive psychology and artificial intelligence and conversational and discourse analysis.

CDA borrows from pragmatics. As a science of language use, it is related with analytical philosophy. In Pragmatics Critical Discourse Analysis borrows resources such as Speech act analysis, conversational implicature and presuppositional structure. Flower (1986:70) points out that pragmatics holds that discourse is a social practice because,

... a piece of language in real use is more than a text put together by the basic conventions....it reflects the whole complex process of people interacting with one another within the structure of social forces.
Critical Discourse Analysis relationship with sociolinguistic is based on the principle that just like CDA tries to find the relationship between language and society. It recognises that language is multifaceted and cannot be studied in isolation and seeks to study which social structures abide on the way people use language. (Trudgill 1984). Fairclough (1989:8) put it thus: the sociolinguist focuses on the easy existence of facts without attending to the social circumstance that created them so and the social situations for their would be change, the notion that the sociolinguist herself might somehow effect the facts hardly seems to arise...

In sociolinguistics grammar is assumed to be independent of its use, that is, there is language, then there is the use of language and that social structure has its effect at the level when language is used (Fowler et al 1989). Critical Discourse analysis find this reflection superficial, language is an integral part of society, serving to confirm and consolidate the organizations that shape it. Consequently, at a very fundamental level, language is part of, as well as a result of the social process. Language cannot therefore be de-linked from the social process and study each as independent units (ibid: 54).

Another area that CDA has borrowed from is Cognitive psychology and artificial intelligence. From a critical linguistic approach, emphasis is laid on the active nature of comprehension (Fairclough, 1989). It posits that one does not simply ‘decode’ an utterance but rather arrives at an interpretation through an active process of matching features of utterance at various levels with the representations stored in one’s long term memory. It seeks to investigate just like pragmatics the link between what is said and what is meant, and consequently how people differentiate what is meant from what is said. (ibid).

Conversational Analysis and Discourse analysis is yet another area that CDA greatly borrows from. CA appreciates that there are social structures that determine such things as turn taking in a conversation. Conversational Analysis is specifically interested in conversation as one area which has a pervasive instance of skilled action. (Fairclough 1989). Critical Discourse analysis is viewed to be more of an approach to discourse analysis as opposed to it being a separate disciplines by a number of its founders like
Fairclough (1992). Discourse analysis is by itself multi-faceted in nature and hence very close to critical linguistics.

CDA employs linguistic categories in analyzing texts. According to Jager (quoted in Wodak and Mery, 2001:25) distinguishes between content oriented analysis and a language oriented fine analysis. In both cases, the linguistic features broadly studied include:

- The kind and form of argumentation.
- Argumentation strategies.
- The intrinsic logic and composition of texts.
- The symbolism/figurativeness in both language and graphic contents
- Idioms, sayings, clichés, vocabulary and style.
- Actors(persons, pronominal structure)
- References, for example to science, religion etc.

The factors relevant to our study for example vocabulary and style as well as figurativeness in language inform the analysis of this study.

In a nutshell, Critical Discourse analysis should be understood not as just another approach to language study that highlights limitations in other areas of study but as another orientation to the study of language. CDA employs different goals because it ‘not only makes use of all the approaches referred to, but attempts to go beyond them in providing a synthesis of necessary concepts and analytical framework for doing critical analysis’ (Fairclough, 1989:14).

2.10.1 The Media

Media studies involve the study of newspapers, television, advertising etc and their influence on society as an educational project (Macmillan Dictionary). It is communication—whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth’. (http://www.cliffsnotes.com). Media outlets have not only become more available, but also increased in programming with a wide range of shows aimed to please all ages, and attitudes. In view of this, mass media has become a permanent part of
modern culture. (ibid). It helps in shaping our cultures, our way of life and the society as whole. The media acts as one of the vital agents of socialization in the current world. As a result the media helps us to understand our values, beliefs, attitudes, perceptions and norms of our society and also depicting to us worlds that are different from ours.

In view of this, all studies of the media on its audience have a basis in which the media reports and represents the social world in terms of age, race, class, gender, religion and sexual orientation. As William (2003) highlights, the media stands accused as biased, stereotyping or being systematized around formats that construct a particular view of the world. This study seeks to determine how the impact of media represents the social world of a certain age group which is the youth group. Three perspective viewpoints on the role mass media on society has been expounded below;

Limited-effect theory claims that media experts influence people who are less informed. Intelligent people depended greatly on personal experience, prior knowledge, and their own reasoning. However, it is believed that this theory came into existence the media was less available and less dominant (ibid).

Class-dominant theory posits that the media is controlled by minority elite. It claims that when ownership is restricted, the minority elite can influence the ability to manipulate what people can see and hear. For example, Television networks receiving millions of dollars in advertising from companies like Nike and other textile manufacturers hesitated to air stories in their news on possible human rights violations by such companies in foreign countries (ibid).

Culturalist theory developed in the 1980s and 1990s. It is a combination of two the class-dominant and the limited-effects theory. Cultureless theory holds the fact that people interact with media to create their own meanings out of the images and messages they receive. Audiences are believed to play an active role as opposed to passive in relation to mass media. The theory claims that audience chooses what they watch and read among a wide range of choices available to them. It further notes that linguistic research has proved that when people approach material, whether written text or media images and
messages, they interpret that material based on their own knowledge and experience. (ibid)

2.10.2 Media in the Kenyan context
The media in Kenya is a diverse and aggressively growing industry. The political transition from the British government to independent country informed drastic changes in the mass media in Kenya. There was more focus on African Culture and traditions. Swahili broadcasts also increased and emphasis was put in African music and culture. Four sectors of print media are discussed as follows: the regular daily newspapers, the magazines, the regional newspapers, and the printed sheets that aims to pass for newspapers in the town streets. There are four major daily newspapers. The Daily Nation (1960). The Standard (formerly the East African Standard) (1902). People Daily (1992). Kenya Times (1983) (http://www.stanhopecentre.org/)

In a nut shell, culturalist theorist observe that while a few elite in large corporations may influence what information media produces and distributes, personal perspective is vital in determining how the audience members interpret those messages (http://www.cliffsnotes.com).

2.10.3 Conclusion
The concepts described above which include text, context, discourse, intertextuality, media, coherence and cohesion play a fundamental role in analyzing text. Critical Discourse Analysis (CDA) is a branch of linguistics that endeavours to understand how and why certain texts affect readers and hearers. Many of the tools used in CDA are derived from Stylistics which looks at the way literary texts generate meaning and poetic effects. CDA employs a similar type of analysis to look at (mainly) non-literary texts. Media texts also form a common subject of study in Critical Discourse Analysis. (online paper article, Evans M., 2013). The study of youth magazines undertaken by this study consequently employs the aforementioned tools in Critical Discourse analysis to establish youth identity in the language used. The interplay to the above tools and figurative language form the basis of analysis in the next two chapters of this study.
CHAPTER THREE
THE LINGUISTIC FEATURES AND NATURE OF KENYAN YOUTH MAGAZINES

3.0 Introduction
This chapter investigates the linguistic features that characterizes the Pulse and ZUQKA youth magazines. It specifically seeks to explore the way communication strategies like lexical choice, code switching mention elsewhere in this study are used to infer meaning. This entails concepts like code switching, vocabulary choice and the use of coherence to achieve intended meaning.

3.1 The Pulse magazine
Pulse magazine is published by The Standard Newspaper with a catch phrase ‘The only way to get a life’. It is published every Friday of the week. Its editor is Stevens Muendo, Sub-editor Peter Ndoria. Pulse writers include Tony Machine, Rose Kwamboka, Austine Okande, Kevin Oguoko, Esther Muchene, Mkala Mwaghesha, Sheila Kimani, Anjellah Owino, and Snyder Lukalia. (The Standard Newspaper 27 March, 2015).

3.2 The ZuQka magazine.
ZuQka is published every week by the Nation Media Group Limited. It’s distributed free with every Friday’s ‘Daily Nation’. It’s catch phrase is ‘Be Famous’. (Daily Nation, 2015) ZuQka is about fun, fabulousness and fame! We bring the fun, the goss, where to party and who not to party with...& if you talk nice, we make you famous’. (www.facebook/ZuQka). ZuQka’s A.g Group Editorial Director is Tom Mshidi, Group managing Editor Mutuma Mathiu, Features Editor is Benard Mwinzi among others. (Daily Nation, 6th March, 2015).

A total of 15 Articles will be analysed, 10 articles from the ZuQka magazine and 5 articles from the Pulse magazine as listed below;
3.3 Lexical structure in Kenyan Youth Magazines

3.3.1 SHENG model:

3.3.2 Code switching

‘Sheng (S)wahili and (Eng)lish) is a Swahili-based slang language spoken by predominantly the Kenyan urban youth’ (www.theteamkenya.com).

Sheng is believed to be Kenya’s urban language. Out of the forty-two languages spoken by Kenya people, Swahili and English are the two official languages. Sheng is a Swahi-based slang. (seeLaura,slate-com articles,2013).

It is believed to have emerged as a slang mostlyspoken by gangs in the slums of Nairobi. The widely agreed upon origin story of Sheng is that in 1980s and 1990s, a massive migration of people from the countryside to city resulted in large numbers of youth living in close quarters with their families in low-income neighborhoods in Nairobi. According to Prof. MungaiMutonya, senior lecturer in language of secrecy where they could communicate without getting the information out to their parents. Today sheng is almost everywhere in advertisements, political campaigns and public service announcements. Its dynamic nature is one of its unique attributes. As Mutonya points out, new Sheng words or phrases are often brought to birth by entertainers, DJs and musicians. Ghetto Radio founded in early 2008, predominantly use Sheng to communicate to their listeners.(ibid).

Code switching is a change from one language variety to another during speech event (Richards, 1985). There are two types of code switching, the first one is when it occurs above the close level when it is termed as code switching while the other one occurs within the sentence and is largely referred to as code mixing.(Saville,1989 quoted in Habwe,1990:90).

Code switching largely refers to the act of verbal interaction (the different languages should occur in different sentences) whereas code mixing allows words from two or more languages used in one conversation. It occurs in one sentence or utterance. (Okoth, 1987:7).

Most of the articles in the youth magazines written by the youth or for the youth predominantly employ sheng to communicate ideas.
Consider the data below: (example one)

<table>
<thead>
<tr>
<th>Lexical Item</th>
<th>source</th>
<th>Gloss</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obaro</td>
<td>Kiswahili</td>
<td>road</td>
</tr>
<tr>
<td>Asubuhi</td>
<td>Kiswahili</td>
<td>Morning</td>
</tr>
<tr>
<td>Fkuz</td>
<td>Kiswahili</td>
<td>chase</td>
</tr>
<tr>
<td>Kahawa</td>
<td>Kiswahili</td>
<td>coffee</td>
</tr>
<tr>
<td>Biashara</td>
<td>Kiswahili</td>
<td>Business</td>
</tr>
<tr>
<td>Cucu</td>
<td>kikuyu</td>
<td>Grandmother</td>
</tr>
<tr>
<td>Hebulez do</td>
<td>Kiswahili</td>
<td>let us do</td>
</tr>
<tr>
<td>StellewaNyabura</td>
<td>Kikuyu</td>
<td>Nyabura’s daughter</td>
</tr>
<tr>
<td>Westi</td>
<td>English</td>
<td>Westlands</td>
</tr>
<tr>
<td>Wit</td>
<td>English</td>
<td>with</td>
</tr>
<tr>
<td>Whitey</td>
<td>English</td>
<td>white</td>
</tr>
<tr>
<td>Gal</td>
<td>English</td>
<td>girl</td>
</tr>
<tr>
<td>Wifey</td>
<td>English</td>
<td>wife</td>
</tr>
<tr>
<td>Aftie</td>
<td>English</td>
<td>afternoon</td>
</tr>
<tr>
<td>N</td>
<td>English</td>
<td>and</td>
</tr>
<tr>
<td>Tho</td>
<td>English</td>
<td>though</td>
</tr>
<tr>
<td>Thaz</td>
<td>English</td>
<td>that is</td>
</tr>
<tr>
<td>Kid bro</td>
<td>English</td>
<td>kid brother</td>
</tr>
<tr>
<td>Simmo</td>
<td>English</td>
<td>Swimming pool</td>
</tr>
<tr>
<td>Lessos</td>
<td>English</td>
<td>lessons</td>
</tr>
<tr>
<td>Talkin’</td>
<td>English</td>
<td>talking</td>
</tr>
<tr>
<td>Def</td>
<td>English</td>
<td>definitely</td>
</tr>
<tr>
<td>Maji</td>
<td>Kiswahili</td>
<td>water</td>
</tr>
<tr>
<td>Sumthing</td>
<td>English</td>
<td>something</td>
</tr>
<tr>
<td>Sato</td>
<td>English</td>
<td>Saturday</td>
</tr>
<tr>
<td>Waz</td>
<td>English</td>
<td>was</td>
</tr>
</tbody>
</table>

In the above extract from Pulse magazine, code mixing is evident in extract as the above words are derived from a variety of languages among them Kiswahili in words like maji, asubuhi, biashara, kahawa, hebu and obaro. In the Kikuyu language words evident include cucu, wa. In English sheng has derived words such as sato, waz, sumthing, swimmo, lessos, def, afty, talkin among others.

3.3.3 Word coinage/Neurogism

The act of creating a new word or phrase that other people begin to use (Merriam-Webster dictionary). Coinage could also be termed as a process in which a new word is created either deliberately or accidentally without using the other word formation
processes and often from seemingly nothing. Examples of coined words include Kleenex, google, asprin among others.

Coined words from our data include the following; (Scene at.27th March 05)

<table>
<thead>
<tr>
<th>Coined word</th>
<th>Gloss</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapiang</td>
<td>narrating</td>
</tr>
<tr>
<td>Storoz</td>
<td>stories</td>
</tr>
<tr>
<td>Somad</td>
<td>read</td>
</tr>
<tr>
<td>Sumthing</td>
<td>something</td>
</tr>
<tr>
<td>Da</td>
<td>the</td>
</tr>
<tr>
<td>Tyme</td>
<td>time</td>
</tr>
<tr>
<td>Dem</td>
<td>them</td>
</tr>
<tr>
<td>Waz</td>
<td>was</td>
</tr>
<tr>
<td>Me</td>
<td>my</td>
</tr>
<tr>
<td>Chukua</td>
<td>take</td>
</tr>
<tr>
<td>Tha</td>
<td>the</td>
</tr>
<tr>
<td>Da</td>
<td>the</td>
</tr>
<tr>
<td>N</td>
<td>and</td>
</tr>
<tr>
<td>Yuts</td>
<td>youths</td>
</tr>
<tr>
<td>Veve</td>
<td>kart</td>
</tr>
<tr>
<td>Tyme</td>
<td>time</td>
</tr>
<tr>
<td>Thru</td>
<td>through</td>
</tr>
<tr>
<td>Dat</td>
<td>that</td>
</tr>
<tr>
<td>Yu</td>
<td>you</td>
</tr>
<tr>
<td>Tis</td>
<td>its</td>
</tr>
<tr>
<td>Watt</td>
<td>what</td>
</tr>
<tr>
<td>Chapisha</td>
<td>publish</td>
</tr>
<tr>
<td>Nauhghties</td>
<td>ninties</td>
</tr>
<tr>
<td>Kachmega</td>
<td>Kakamega</td>
</tr>
<tr>
<td>Siasa</td>
<td>politics</td>
</tr>
<tr>
<td>Fortnyte</td>
<td>fortnight</td>
</tr>
<tr>
<td>Sumwhere</td>
<td>somewhere</td>
</tr>
<tr>
<td>Ed</td>
<td>and</td>
</tr>
<tr>
<td>Kao</td>
<td>kamba</td>
</tr>
<tr>
<td>Mitamboni</td>
<td>on air</td>
</tr>
</tbody>
</table>

Coinage in the youth language is as an attempt by young people to lock out the older members mostly their parents. Non-members would therefore be locked out due to lack
of shared knowledge. The use of the above coined words as evident in the Pulse magazine demonstrate a characteristic of lexical style used in the language of the youth which marks their identity.

3.3.4 Borrowing

Another lexical concept is borrowing which is the process in which a word from one language is borrowed directly into another language.: Sheng borrows heavily from Kiswahili, Gikuyu, Dholuo and other indigenous languages. It can be termed as taking over of words from other languages. The English language has borrowed from other languages words such as piano (Italian) robot (Czech) tycoon (Japanese) to mention but a few. (Yule, 1985).

Consider the data below;

*SCENE AT, March 6 05*

The above collected data consists of borrowing words like;

<table>
<thead>
<tr>
<th>Word</th>
<th>Source</th>
<th>Gloss</th>
</tr>
</thead>
<tbody>
<tr>
<td>Odijo</td>
<td>English</td>
<td>Teacher</td>
</tr>
<tr>
<td>Bikinisti</td>
<td>English</td>
<td>bikini</td>
</tr>
<tr>
<td>Nyakeminchia</td>
<td>Kisii</td>
<td>a number last</td>
</tr>
<tr>
<td>Nyumayaseng’enge</td>
<td>Kiswahili</td>
<td>behind bars</td>
</tr>
<tr>
<td>Passi</td>
<td>English</td>
<td>a pastor</td>
</tr>
<tr>
<td>Wifey</td>
<td>English</td>
<td>a wife</td>
</tr>
<tr>
<td>Yu</td>
<td>English</td>
<td>you</td>
</tr>
<tr>
<td>Wen</td>
<td>English</td>
<td>when</td>
</tr>
<tr>
<td>Sagging nyonyos</td>
<td>Kikuyu</td>
<td>dilapidated breasts</td>
</tr>
<tr>
<td>Matapaka</td>
<td>Kiswahili</td>
<td>a bothersome person</td>
</tr>
<tr>
<td>Tenje</td>
<td>English</td>
<td>television</td>
</tr>
<tr>
<td>walibora</td>
<td>Kiswahili</td>
<td>good food</td>
</tr>
<tr>
<td>wine ding –dings</td>
<td>English</td>
<td>dinner and wine</td>
</tr>
<tr>
<td>decomposition</td>
<td>English</td>
<td>death</td>
</tr>
<tr>
<td>generationxaxa</td>
<td>English</td>
<td>born 90s</td>
</tr>
</tbody>
</table>

Sheng as evident in the article above is rich in borrowed words from diverse languages that the youth use to create their own unique identity.
3.3.5 Clipping

‘Clipping occurs when a word or more than one syllable is reduced to a shorter form, often in casual speech’. (Yule, 1985:54). Common examples are *gas* (gasoline), *ad* (advertisement) and *fan* (fanatic)

Examples from collected data.

The other day my old man, Grandpa. Richard, summoned me and asked to be briefed on a dim trend he had witnessed while experimenting with social media. “Don’t your comrades have any friends to take photos of them?” He quizzed. “Let me tell you about the selfie-generation Grandpa,” I replied. “You might want to take a chair and sip some tea, because the information I’m going to reveal will discombobulate you a great deal. “I began by taking the pensioner down the memory lane to the halcyon days, when the entire village only trusted one individual to take portraits of them. The accredited photographer would visit your homewith his pin-hole camera once a year, on Christmas day. But today’s selfies are a subversive twist of the traditional understanding of photography. *(Sample 5)*

In the data above words such as;

<table>
<thead>
<tr>
<th>Word</th>
<th>full word</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selfie</td>
<td>self-stick</td>
</tr>
<tr>
<td>Photo</td>
<td>photograph</td>
</tr>
<tr>
<td>Grand pa</td>
<td>grand father</td>
</tr>
</tbody>
</table>

Other clipped words in the articles are

<table>
<thead>
<tr>
<th>Clipped word</th>
<th>Gloss</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yu</td>
<td>you</td>
</tr>
<tr>
<td>Xcept</td>
<td>except</td>
</tr>
<tr>
<td>Dat</td>
<td>that</td>
</tr>
<tr>
<td>Cud</td>
<td>could</td>
</tr>
<tr>
<td>Wud</td>
<td>would</td>
</tr>
<tr>
<td>Wen</td>
<td>when</td>
</tr>
<tr>
<td>Esp</td>
<td>especially</td>
</tr>
<tr>
<td>n</td>
<td>and</td>
</tr>
<tr>
<td>luv</td>
<td>love</td>
</tr>
<tr>
<td>da</td>
<td>the</td>
</tr>
<tr>
<td>4</td>
<td>for</td>
</tr>
</tbody>
</table>

Sheng as used by the youth is found to have a wide variety of clipped words. As evident in the above data clipped words are more linguistically economical compared to their complete equivalent, these enhances the young people identity as clipping may pose a challenge of understanding and interpretation to those who do not share the background knowledge of clipping.

3.3.6 Blending

‘This is combining of two separate forms to produce a single new term’. (Yule,1985). A combination of smoke and fog is known as smog.

Again, the data below gives illustrations.

So here, in no particular alphabetical order, straight off the tip of the mop-head (Insteadamerc-e-dez, i’will buy me a moped) are some Smingli-sms we all could use a lil bit for the remaining 300 days of 2015.Azipilicueta-to be used during Chelsiki soccer games- ‘asipokuleta,atakurudisha’Tit-i-llated pink- a big booviedmamacita, like Cess, who makes yah laugh, imbuing-permeate with feelings or qualities, eg, TrayvonOyombra imbued the IEBC with chickens.Kach-Mega- A supermarket in Western; or- to ‘Catch feelings,’bigtyme’SaggingNyonyos-Delapidatedboobsksis,sad as a used upPunchingbag.Odijo- Old school for ‘teacher’Equalizer- that person who brings justice e.g. in a bar brawl.

Word | gloss
---|---
Amerucucumber | a combination of a meru and a kamba
Sagging nyonyos | sagging breasts
Azipilicueta | the one who brought you, will take you back.
Kach- Mega | a supermarket in Western

The blended words in youth magazines is a creation of young people in their attempt to lock-out non-members in their group by generating words whose interpretation is only familiar to them.

### 3.3.7 Acronyms

‘Acronyms are words derived from the initials of several words’. (Fromkin & Rodman, 1988:139). The words are said to be pronounced as the spelling indicates. Some include NATO, NASA or UNESCO, they can at times lose their capitals to become everyday terms e.g. radar for *radio detecting and ranging* (Yule, 1985).

See data below.

<table>
<thead>
<tr>
<th>Acronym</th>
<th>full word</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBT</td>
<td>Throwback Back Thursday</td>
<td>sample 8</td>
</tr>
<tr>
<td>CBD</td>
<td>Central Business District</td>
<td>sample 2</td>
</tr>
<tr>
<td>TV</td>
<td>Television</td>
<td>sample 2</td>
</tr>
<tr>
<td>KTN</td>
<td>Kenya Television Network</td>
<td>sample 13</td>
</tr>
<tr>
<td>MP</td>
<td>Member of Parliament</td>
<td>sample 13</td>
</tr>
<tr>
<td>FIFA</td>
<td>Federation of football association</td>
<td>sample 1</td>
</tr>
<tr>
<td>3D</td>
<td>Three Dimensions</td>
<td>sample 15</td>
</tr>
<tr>
<td>DNA</td>
<td>Deoxyribonucleic acid</td>
<td>sample 9</td>
</tr>
<tr>
<td>KG</td>
<td>kilogram</td>
<td>sample 4</td>
</tr>
<tr>
<td>CEO</td>
<td>Chief Executive Officer</td>
<td>sample 5</td>
</tr>
<tr>
<td>USIU</td>
<td>United States International University Africa</td>
<td>sample 2</td>
</tr>
</tbody>
</table>

As evident in the samples above TBT, stands for *Throwback Thursday*, it’s a very popular hashtag used on Instagram and other social media like Facebook, Twitter, Youtube and WhatsApp. It is usually used on Thursdays when users upload photos of things that have happened in their past for example a school graduation there are nearly 200 million photos with the TBT hashtag on Instagram. (slangdefinition.com).
CBD, stands for Central Business District, KG for a Kilogram, 3D for Three Dimension. In their quest to create their own identity, the youth use acronyms to lock out nonmembers who would have comprehension difficulties and my even misinterpret them.

3.4 Conclusion
As evident in the illustrations above, sheng is rampant in Kenyan youth magazines as a unique form of their language as well as other language devices for example use of Acronyms, blending, borrowing and clipping. This is used to portray their identity as young people. As mentioned earlier sheng is widely used by the youth in Kenya.
CHAPTER FOUR
FIGURATIVE LANGUAGE USE IN ZUQKA AND PULSE MAGAZINES

4.0 Introduction

We use figurative language when we compare something in relation to another. In youth magazines figurative language has been widely used (languagesarts.mrdonn.org). this chapter will focus on the use of figures of speech for example metaphors similes hyperbole personification among others. It will also investigate how coherence and cohesion enhance youth article writers achieve a communicative effect in young people.

4.1 Simile

‘A simile is a word or phrase that compares something to something else, using the words like or as.(Oxford Advanced Learners Dictionary).youth magazines widely uses this feature in their quest to communicate to the youth as illustrated below,

Look, I am all for ‘to each their own’, but there comes a time, to paraphrase the late George Saitoti, when the nation is more important than an individual’s face.Onfacebook, every third girl wants to be the face of some make-up brand and on Instagram, every second picture. I see is a selfie of a girl who has had her face ‘beat’ by a make-up artiste.

Most of these faces are so badly ‘beat’, they would scare a clown in the dark but I wouldn’t say it because the number of likes, ‘Awwws’ and ‘You look so pweeeety’ that fill the comments page scare me.

That is like walking into a RailaOdinga rally waving a ‘Musalia for president’ banner.

In the above extracts similes include phrases like,That is like walking into a RailaOdinga rally waving a ‘Musalia for president’ banner.Literally,this simile implies the repercussion of a Kenyan citizen demonstrating support for a rival candidate during a political rally. The youth writer uses this simile in the quest of highlighting the contrast of praising a lady’s face which has been destroyed by the effects of bleaching.

‘A girl will take a picture with her face looking like she wrestled a pig and lost badly in the name of make-up, but will still get more than 300likes.
I know brands like Ruby Woo, and I know that when two girls talk of ‘nudes’ they are talking of colour, not undressing. It is a sad state of affairs because I can understand when someone tells me she is looking for nudes online and I will not run to see which banned website they end up on. Remember when all I knew was fuschia?

It looks like every third girl you meet is hidden behind layers of make-up. I have seen images online of girls looking like Casper, but not in a friendly, ghostly way. I saw a ‘former’ image of Laura Oyier,

The overdrawn eyebrow looking like someone put her in an oven and forgot here there. She was so black that I bet she would make some of my Sudanese friends look 50 shades lighter.

When asked if she had bleached herself, the girl who was arraigned in court for not paying a hotel bill said she had been in the sun for long and got sunburnt. No, Laura, I have seen sun burnt people and they are not midnight black.

I saw a ‘Former’ image of Laura Oyier, the overdrawn eyebrow looking like someone put her in an oven and forgot here there. This simile is used by the writer to contrast the former image of a Kenyan celebrity with her current image in an attempt to point out the effects of the young people using too much make-up on their faces.

I am not saying she bleached, but that was not sun burn.

My heart goes out to anybody who will marry these girls expecting a light-skinned baby, only for the bundle of joy to come out looking like a paint job gone wrong’.

The simile looking like a paint gone wrong as been used by the writer to put emphasis on the damage ladies subject their faces to in an attempt to look beautiful. A trend that is common especially to the youthful generation.

I want to cry whenever I imagine that some chap took a ‘rangiyathao’ light-skinned girl home from the club only to wake up and find someone who is darker than Djimon Hounsou from Amistad.
So, ladies, please go slow on getting your faces ‘beat’ there are men who will love you even if your face looks like a chapo.

The simile your face looks like a chapoin this sample is a wakeup call for the ladies to learn that they do not have to alter their complexion so that they can look beautiful and that men would love them equally without the make-ups. Chapo is a sheng name for Chapati.

Similes in this extract aid in creating a more vivid picture of the information being passed. Lexis familiar to the youth like Chapo, personalities for example Laura Oyier aid in the interpretation and achieving the communicative effect intended by the writer. (Sample 8).

4.2 Metaphor
Metaphor is a figure of speech which is not meant to be understood literally but the word or the phrase makes a comparison. (Dictionary). Youth magazines use this devise to achieve a communicative effect. Collected data below highlights how metaphor is employed in youth magazines.

Consider the data below; (Sample 14)

Football managers are known to be good psychologists. They ply and apply that trade both on fans and their players.

Arsenal’s Arsene Wenger is one such manager. Often you will hear him say that this team suffered a heroic loss. There was a lot of talk about Arsenal’s exploits in the Champions League after they were drawn with Monaco. If the grapevine is to be believed Arsenal’s rank and file were relieved ‘to get away with Monaco and move away from Bayern Munich, or Real Madrid. Therefore, no one can fault the fans for being a tad too optimistic about the Gunnersnchances of progressing in the competition.

So when the first leg threw up one of the most unbelievable score lines,
The use of the above metaphor *First leg* which means the ‘first round’ of the game is aimed at bringing out liveliness in the text in order to capture the attention of the youthful readers.‘ it instantly gave Arsenal haters ammunition to hate on the team.

As soon as the third goal rolled into the net, fortunes drastically changed.

*The baby in diapers* was no longer crawling but sprinting away with the *bar of chocolate meant for his brother*.

The above metaphor ‘*The baby in diapers*’ is used to directly refer to the seemingly weaker team in the game making the text appealing to the young readers boy creating a sense of humor in the story.

The *Bar of chocolate meant for his brother* is directly compared to the ball and the opponents. The choice of lexis in the metaphor is attractive to the youth because it highlights scenarios that they can identify with.

### 4.3 Personification

A figure of speech in which human characteristics are given to an animal or an object. (languagearts.mrdonn.org). Its role is largely for emphasis and for creating a more vivid picture of the event. See the extract below,

So you can understand why over the years it has become something of a hobby (more so because of my writing), toblatantly pry into the lives of people as they walk the streets and go about their business. My personal study of the human condition. More often than not, my more interesting observations have come from my little moments aboard public transport. Touts engaging in a fist fight below my window. Hawkers grabbing their merchandise and taking off like trained athletes. That time when it was raining and a bodaboda rider, while trying to be smart, ended up sliding under our bus. Thankfully, and admittedly also quite humorously, he escaped harm. However, *his ego took quite a beating*.

The statement *his ego took quite a beating* has been personified as an ego cannot literally take a beating.
Boys who have just completed high school rocking neon skinny jeans and far out tattoos. Hairstyles, of hairstyles. Sleek weaves, chic bobs, unruly

*(Sample 15)*

lions’ manes. The streets are a runway, a fashion editorial in the making. *(Sample 3)*

The KGB misled me.’ ‘Thaz a sick joke,’ said STL. ‘Yur a sad dude.

The above statement Thaz a sick joke has been personified as sickness is not a trait for non-humans.

Personification identified in the above extracts are; however, *his ego took quite a beating*, *thaz a sick joke* the act of beating on an ego has been personified for emphasis and also making the story to be more attractive.

### 4.4 Alliteration

The repetition of an initial consonant sound. *(grammar. about.com)*. This device creates musicality in a piece of art thus making it attractive and catchy to the youthful readers.

### 4.5 Assonance

Identity or similarity in sound between internal vowels in neighboring words. *(grammar. about.com)*. Just like alliteration, assonance creates rhythm in a piece of art consequently making it attractive to the reader and appealing to the youthful readers. See the extract below;

Of course I hit up my wingman and asked him to accompany me to some high-end club in an upscale location. Now my friend, being the stingy guy he is, decided to buy some cheap vodka to ‘charge’ and give him the buzz before we got into the ‘expensive’ club. That way, he wouldn’t have to spend ridiculous amounts of money on booze, all, booze is booze according to him. After he got a little tipsy we got into the club. Lucky for us, my childhood friend who is moneyed was also partying in the same club, so he ordered for us drink; whiskey, brandy, vodka, beer, you name it. At this point, my friend was way too wasted and was annoyingly disturbing girls all over the club. He kept shouting at the top
of his lungs and everyone wanted him out. Bouncers picked him up and kicked him out. *(sample 11)*

Alliteration identified in this extract include; *fine Friday, super psyched* – the fands respectively sound are repeated in the words to make the sentence appealing.

Assonance is identified in words such as. Picked him up and kicked him out. Picked, him, kicked all in the same sentence have an *i* sound thus creating musicality and catchy to the youthful readers.

### 4.6 Euphemism

The definition of a euphemism is a polite, vague word or phrase that is used in place of word or phrase that might be considered offensive, harsh, unpleasant or inappropriate to say. *(yourdictionary.com)*. See data below;

Methinks my old man is right; there is every reason to panic. Video games have become the new drug among my comrades, carving a firm niche among the pile of boiled marijuana, asinine sports betting, nefarious porno and unconventional haircuts. It’s insidious and dangerous! As I type this article in a seedy cyber café (at least this one doesn’t pose as an aviation college), a dozen comrades are waiting in line for a chance to play “*Call of Duty.*” Needless to say, the Euphemism ‘Call on duty’ which means going to the toilet emphasis the moral decay in higher institutions of learning where young people sit all day long and the only task they undertake is relieving themselves.

‘That is the only duty they will be attending to all day long. Heck, they’ll even answer a callof nature while playing Call of Duty, how crappy! After spending 12 hours straight rotting their brains and skipping showers, they will retire to their hostels to score penalties in FIFA 15 for another eight hours. On the rare occasions when they manage to attend classes, you will notice them leashed to their smartphones and puffing in Temple Run and crushingsweets in Candy Crush. It is a debilitating disease, I tell you.
“Back in the day, the shamba was our Playlike hopscotch and sack race. They were games that instilled decent values and prepared us to be productive members of society,” recalls my old man with a tinge of remorse. “It is a shame that decent play is now headed the way of the dodo.”

“Today’s generation is proving itself to be a bunch of certified morons by canoodling with video games which only make them overweight, anti-social and introverted sociopaths,” helaments. The major problem with these virtual games, Grandpa says, is that once they’re plugged into their Nintendo, they invariably tune out to the realities of the world. The video games automatically take precedence over everything else, while at the same time deluding them into thinking they can actually do things. When jolted back to reality, these comrades find it extremely hard to handle life if it does not come with an instruction manual, a gaming jockey and cheat codes. Woe betide us if they ever decide to transfer the violence learnt in the games to the real world. That’s the day mass shootings will be reported in universities. (Sample 1)

Euphemisms in the data above include; a dozen comrades are waiting in line for a chance to play “Call of Duty.” Needless to say, that is the only duty they will be attending to all day long. Heck, they’ll even answer a call of nature while playing Call of Duty, how crappy!, My old man. Call of duty and call of nature means visiting the toilet or relieving oneself.

4.7 Hyperbole and Over-statements
This is a figure of speech that makes things seem much bigger than they really are. Hyperbole is a form of exaggeration that adds humour to a text. (enkvillage.com). This figure of speech is common in youth magazines as illustrated in the following extract.

Grandpa was mourning the death of a beloved childhood friend and companion. So special was the pal that they all went wherever he led; he was their cynosure. His name was Integrity. According to grandpa, the special friend had gone missing for many years. Curiously though, nobody seemed to miss him. In fact, all my comrades seemed happy that Integrity was not around to boss them anymore. And then at the
start of the week, a sensible journalist called Dennis Okari came up with a disconcerting revelation, a real doozy. Integrity had been murdered! I hear the brutal murder of grandpa’s bosompal was all caught on tape.

Comrades hatched and executed the heinous plan in cahoots with rogue college administrators. Acting in the name of “The Almighty shilling” and rapacious greed, the barbarous perpetrators cut out Integrity’s heart and soul. They all say they aren’t guilty, pointing fingers and shifting blame. Everyone—comrades, their lecturers and school owners—claims absolutesainthood, maintaining that they abhor all that fears the light. But the evidence is out in the open. Were it not for Okari, all the suspects would have gotten away with a massacre. But now that we know, somebody must hang. If you’ve been living under a rock, let me put you up to speed with what subterfuge that’s unfolding in the country’s “accredited” institutions of higher learning. Someone somewhere devised a means of skipping college and still attaining the same papers for as little as Sh3000. It is chicanery and mendacity at their epitome. There are no portions involved in achieving a diploma, other than a bitter concoction of sweat, hard work and diligence. “Why would one pay a paltry Sh3000 to betray their own soul?” questions grandpa Richard, who finds it unbelievable that such a small amount of money was used as payment for his friend’s head. “How much is that in modern exchangerates? 30 pieces of silver?” he quizzes. The notion that you can afford to be dishonest just because the end justifies the means is spurious for more reasons than my fingers and toes can count to. A college degree without integrity is as useful as a dried up pen. All it brings forth is a breed of comrades who grow up to become flagrant land grabbers and epithet-ridden MPs whose mouths need to be washed with soap. And if your dishonesty does not catch up with you in this world, grandpa believes you will rue in the next life.

(Sample 6)

Exaggerated statements in the above extracts include;
MPs whose mounts need to be washed with soap- this is informed by the filthy words MPs use while addressing junior staff in government ministries while demanding for favours thus intimidating them to respond to their corrupt demands. Integrity had been murdered!-This statement in the basic sense explains that integrity is no longer a virtue that people employ in their day to day activities.
If you’ve been living under a rock. Failing to keep a breast with the current events has been overstated to be like living under a rock.

4.8 Irony
Irony refers to the use of words to convey the opposite of their literal meaning; a statement or situation where the meaning is contracted by the appearance or presentation of the idea (grammar.about.com). The following examples illustrates cases of irony in the youth magazines.

Football managers are known to be good psychologists. They ply and apply that trade both on fans and their players. Arsenal’s ArseneWenge is one such manager. Often you will hear him say that his team suffered a heroic loss. There was alot of talk about Arsenal’s exploits in the Champions League after they were drawn with Monaco. If the grapevine is to be believed Asenal’s rank and file were relieved ‘to get away’ with Monaco and move away from Bayern Munich, Barcelona or Real Madrid. Therefore no one can fault the fans for being a tad too optimistic about the Gunners chances of progressing in the competition. So when the first leg threw up one of the most unbelievable score line, it instantly gave Arsenal haters ammunition to hate on the team. As soon as the third goal rolled into the net, fortunes drastically changed. The baby in diapers was no longer crawling but sprinting away with the bar of chocolate meant for his big brother.

The use of irony here is largely to emphasize the meaning by stating the opposite of the truth The statement Often you will hear him say that his team suffered a heroic loss. The loss being termed as heroic is ironical, ironically, the baby in diapers was no longer crawling but sprinting away with the bar of chocolate.as a young baby would not be expected to sprint.
4.9 Cohesion

Cohesion refers to the ties and connections which exist within texts. It is true that texts must have a certain structure which depends on factors quite different from those required in the structure of a single sentence. (Yule, 1985). There are connections created by use of pronouns for example mother- she, James- he, my- I among others. Cohesion is said to occur where the interpretation of some element in the discourse is dependent on that of another. The concept of cohesion is a semantic one. It refers to the relations of meaning that exist within text. (Halliday & Hasan, 1976). In youth magazines the concept of cohesion is vital as illustrated below,

I cannot quite figure out when and how I morphed into a typical African timer, yet I must shamefully admit to being one. Am I proud of it? Not one bit. My primary school teachers would probably tug on their collars in dismay and “Tsk, tsk!” at me if they knew because any form of tardiness was frowned upon in our day. You see, keeping time is a method schools and institutions use to keep us in line, to help us grow accustomed to the norms of society. Unluckily for me during my school days, I was always either a minute early or a minute late. Was it in my genetic clockwork to act this way? Who knows? Whatever the case, two would make my palms sweaty thinking about it. I lived a distance from school and had to use two matatus every morning and evening to make it there and back. Sure, it was not the worst thing in the world, but it did mean waking up very early and reaching home late. One thing about me — I loved my evening television.

The system drilled time into us like army sergeants. The punishment for lateness was simple: kneeling down on the hard cement floor until your knees ached and dust was embedded into your skin. After enough offenders had been nabbed, you would be made to run several laps around until you were hot and sweaty enough to be uncomfortable during the morning preps.
The use of pronouns it, one, me, us, our in the above extract creates cohesion in the extract and enhances smooth flow of information for the youth readers to comprehend the message being passed.

4.10 Coherence
This is a concept that distinguishes connected texts which make sense from those which do not. It is not something that exists in the language, but something which exists in people (Yule, 1985). He further expounds that it is people who ‘make sense’ of what they read and hear. Their interpretation is largely dependent on their experience of the way the world is. In youth magazines, young people decode meaning in texts where a great deal of what is meant is not actually present in what is said. As illustrated below;

The rant of the year goes to one Alfred Keter. Dudewas beyond pissed off; hewas livid. I believe the last time someone was that angry was when Adam realized the tree whose fruit he had just eaten. He could see, all right, but he knew that choice had some major consequences, like having to live in houses that might just collapse when you sneeze. We would all just be chilling in the garden of Eden wearing nothing but smiles and eating all the fruits and vegetables we want. I digress. That rant gave every TV station’s bleep machine a complete workout. Keter was name dropping like he was trying to get through airport security and he did not have all his documents. If I knew all those guys, I would drop their names everywhere. I would refuse to pay for fuel and when asked why, I would go off and mention all of them and then threaten them with closure.

Don’t mess. I couldn’t even be mad at Keter. Sure, what he was doing was despicable. I don’t care if he was ranting because the cops had refused to release the truck or because he was against paying a bribe, why is that I am not mad at him is because we all at one point or another want to go off on someone like that. There you are standing in line at the bank waiting to go and whisper at the teller who will not as much as give you a second look when you feel hot air on your neck. It is the kind of warm air that has some smell to it. You turn and bam, there is a man so
close to you, any closer and he would be part of you. People who have no respect for personal space deserve to have Keter call them Matapaka. There are those who stand so close, you can feel the phone in their pocket, at least I pray that is what it is. Remember all those baby photos you found whenever you logged onto Facebook? Well, those kids are now in nursery school and you want to call Keter and tell him to ask his powerful friends to call these “rogue” mothers and tell them to stop posting pictures of their kids in uniform every morning.

*(sample 10)*

For proper interpretation of the above text the reader utilizes the knowledge that he/she has about Alfred Keter without which the reader may not ‘make sense’ of the message being passed (Yule, 1985). The reference to Adam and the fruit tree calls for an earlier understanding of the creation story of the Bible without which proper interpretation of the message would not be achieved and thus as Yule (1985) suggests language users must have a lot of knowledge of how conversational interaction works which is not simply ‘Linguistic knowledge.

In Critical Discourse Analysis, the operation of ideology can be detected in the way texts are constructed, by constantly and cumulatively imposing assumptions.

### 4.11 Conclusion

This chapter has examined the figurative language strategies that youth magazines bring into play in their endeavour to convey their message. Devices examined include metaphors, similes, hyperbole, irony, personification, the use of coherence and cohesion in youth magazines has also been investigated. The chapter demonstrates how the interpretation of the intended message in the magazines interplays with the perpetuation of youth identity.
CHAPTER FIVE
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction
This chapter provides the summary of the findings, the conclusions and recommendations arrived at on the language use in youth magazines in Kenya. The research set out to investigate how language creates identity in reference to the youth in Kenya.

5.1 Summary of the Research findings
In view of the data sampled in chapter 3 and 4 it is clear that the objectives of the study which were to investigate how newspaper magazines use language to portray a specific group in society. The study therefore examined; The linguistic tools used for the construction of youth, lexis used from the point of view of the youth. A total of 15 samples were analysed from the data collected within a period of 3 months. Ten samples were picked from the ZuQka and five from the Pulse magazine. The study applied the Critical Discourse Analysis theory using the stylistic approach. The study established that Kenyan Youth Magazines have unique lexical items. The widely employ a mixed language known as ‘sheng’ that is largely identified in young people in Kenya.

The hypothesis of the study which were Youth Magazines employ word choice to achieve a communicative effect among the youth, language may be used to portray identity within a social group in society, different youth magazines use certain features of style of language to achieve a communicative effect have been positively tested by detailing the unique way the Kenyan youth magazines use different word formation processes like borrowing, clippings, acronyms, neologism and also figures of speech like metaphors, similes, personification, irony, hyperbole coupled with cohesion and coherence devices to understand the intended message.

5.2 Conclusion
In conclusion, as Wardhaugh (1992) notes language is both an individual possession and a social possession. When a person behaves linguistically similar to another, we can expect them to belong to the same speech community. By sharing the same language, dialect or
variety, individuals in this speech community are said to have achieved group identity and group differentiation from other speakers; findings in this study concurs with his sentiments. Youth language is a sub-culture developed by teenagers to differentiate themselves from the mainstream culture, It gives them a sense of identity with its shared codes only understood among them.

In view of the analysed data, it is evident in the diverse ways the youth magazines lexis for example in clipping of words, lexical borrowing, code switching and mixing, exaggerations and ironical statements

5.3 Recommendations for further Research
This study embarked on the lexical aspects of the youth language which mainly dealt with the word choice. This study recommends that further research on the graphological level of the language of the youth be investigated covering aspects like punctuation, capitalization, sentence structure and a comparative study of how different youth magazines employ language to achieve a communicative effect among the youth.

This study further recommends a research can be carried out on women magazines in Kenya to establish how they employ language to differentiate themselves from the mainstream culture.

Further still. This study would recommend that a research can be carried using other approaches like the Relevance theory which posits that understanding an utterance involves more than merely knowing the meaning of the sentence uttered. It’s a cognitive pragmatics theory of human communication developed by Sperber and Wilson in their book Relevance: Communication and Cognition (1995). The pivotal goal of pragmatic theory is to describe features other than knowledge of a sentence meaning that affect the interpretation of utterances. A Content Analysis conceptual approach can also be used to study the youth magazines.
5.4 Daily Nation articles

*Article number*

1. GUYS, TRY THINKING OUTSIDE THE X-BOX  
( sample 1)

2. JACKS OF ALL TRADES  
( sample 2)

3. TIME TO CUT THE CORD  
( sample 3)

4. TIME TO STOP BEING AN AFRICAN TIMER  
( sample 4)

5. SELFIES, THE END OF MORDERN CIVILIZATION  
( sample 5)

6. RIP INTEGRITY, IT WAS AN AWFUL MURDER  
( sample 6)

7. THE FOLLY OF VALENTINES DAY  
( sample 7)

8. LADIES, PLEASE STOP BEATING YOUR FACES TOO DAMN MUCH  
( sample 8)

9. MY FILTHY COLLEAGUES MAKE ME FURIOUS  
( sample 9)

10. THINGS THAT MAKE ME WANT TO GO ‘KETER’ ON PEOPLE.  
( sample 10)

5.5 The Standard Newspaper

1. GAL IN THE HOOD  
( sample 11)

2. A-NYANG TO N-YONGO  
( sample 12)

3. NAI AIN’T THE ONLY PLACE TO PARTIE  
( sample 13)

4. HEROIC LOSS ( THE BANTER)  
( sample 14)

5. MOVING INTO MAY OH SIX  
( sample 15)

6. EMBARRASSING MOMENTS  
( sample 16)

7. WAWESH’S SMARTBEAT  
( sample 17)

8. MY STYLE  
( sample 18)
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GUYS, TRY THINKING OUTSIDE THE X-BOX

My old Man, Grandpa Richard, has been reading distressing news from his crystal ball yet again. He foresees a future where overweight, antisocial and introverted sociopaths will roam the streets, stealing cars, shooting innocent granities, and ripping out the spinal cords of citizens enjoying an evening stroll.

METHODS my old man is right, there is every reason to panic. Video games have become the new drug among my comrades, carving a firm niche among the pile of boxed marijuana-aside sports betting; nefarious porn and unconventional haircuts, it's insidious and dangerous.

As I type this article in a seedy cyber café (at least it's one doesn't pose as an aviation college), a certain comrades are waiting in line for a chance to play “Call of Duty.” Needless to say, that is the only duty they will be attending to all day long. Heck, they'll even answer a call of nature while playing Call of Duty, how crappy!

After spending 12 hours straight rotting their brains and skipping showers, they will retire to their hostels to score penalties in FIFA for another eight hours. On the rare occasions when they manage to attend classes, you will notice them, relished in their smartphones and nuzzling in Temple Run and crushing sweets in Candy Crush. It is a debilitating disease, I tell you.

“Back in the day, the shamba was our Play Station, and we engaged in wholesome activities like keeping chickens and tending to our farms. They were wholesome games that instilled decent values and prepared us to be productive members of society,” recalls my old man with a tinge of remorse. “It is a shame that decent play is now headed the way of the dodo.”

“Today's generation is proving itself to be a bunch of certified morons by camouflaging with video games which only make them

overweight, antisocial and introverted sociopaths,” he laments.

The major problem with these virtual games, Grandma says, is that once they're plugged in to their Nintendo, they invariably lose out to the realities of the world. The video games automatically take precedence over everything else while at the same time deterring them into thinking they can actually do things.

When jolted back to reality, these comrades find it extremely hard to handle life if it does not come with an instruction manual. A gaming jockey and cheat codes. We believe if they ever decide to depart the virtual world, they’ll be Serbia in the games to the real world. That's the only kind of shootings will be reported in universities.

“I hope I don’t have to see the day when one of your comrades takes control of Kenya, only to become totally lost if the President does not come with video game controllers,” says the septuagenarian. “It is time for your comrades to think outside the X-box and break free from the addictive, pervasive and damaging effects of video gaming.”

By Jowal Jones
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JACKS OF ALL TRADES

THE PROBLEM WITH MY COMRADES, according to Grandpa Richard, is that they pretend to have an opinion of everything under the sun. They act as if they are masters of every discipline available, whereas they grossly misconstrue facts and they are damn wrong.

It would be nice if they limited the ostentatious flaunting of knowledge to topics such as how your eagle tattoo will morph into a turkey when you grow older, the numerous national values that Commyland brandy provides to the liver, the skillful art of smoking a joint and the mechanics involved in the highly specialised profession of driving lorries.

But no, your comrades must just venture into issues clearly out of their scope, like gynaecology and fornication. Jazzy up on hormones and self-importance, they have uniquely proved to be jackasses of all trades but masters in only matters pertaining to dissipation and selfie oneself, my old manaments.

Speaking of selfies, Grandpa has asked me to get him a selfie stick for Easter. Yes, you heard right, that stick with a camera on one end and a dense moron on the other. But no, he doesn't want to use it to take selfies. The setting man only wants to protect himself against stubbornly obstructive and bloody-minded comrades by whacking them with the stick every time they step out of line. Who has any idea where I can find one? But... I digress.

My comrades happen to have a dossier on everyone who has ever killed a prominent figure, even in situations when it is crystal clear that the said politician died of natural causes. They will whisper amongst themselves details of which-gorged artists are actually poisoning and which pastors are sleeping with popular TV queens. The government secrets that they hold would make Jicho Pevu's Mohammed Ali drop his jaw with astonishment.

It would be manageable if they kept their "classified" secrets to themselves. But no, they just have to rub it in everyone's face by taking their unfiltered propaganda and yellow news to the blogosphere where they share it with all and sundry. Such blogs, hell bent on spreading lies and destroying morals, are only filled with morbid ideologies and conflicting opinions that break down when tested with a few basic questions.

And on social media, respectable nonsense in what passes for humour. Every degenerate quipster cracks wise on tribal jokes, political gaffes, and the female anatomy. Hence the internet gets filled with self-righteous tirades that build up as the gossip truth. The shutdown of legitimate TV stations that used to provide quality news does not help the situation.

"Your comrades seem to me like the type of gossip-mongers who will make up a rumor every hour if they don't hear a new one," nodes Grandpa. "It's high time you understand that pursuing a nonexistent diploma in some CBD cyber café posting as an aviation college does not make you an expert in anything, let alone the rocket science that you pretend to study."

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TIME TO CUT THE CORD

BY NADIA DARWESH

Moments of clarity, I often experience mine while sitting by the window in a bus, staring at the world around me. I have no idea what it is about being amidst strangers in this way that calms me so. Not talking, and sometimes with my earphones plugged in to give the experience some baggage of my choosing.

So you can understand why over the years it has become a something of a hobby (more so because of my writing), to blatantly pry into the lives of people as they walk the streets and go about their business. My personal study of the human condition.

More often than not, my more interesting observations have come from my little moments aboard public transport. Touts engaging in a fist fight below my window. H Awkward grabbing of bus stops. squeezing and taking off my shoes. Once, there was a group of kids in our class. When I asked them if they made that sound they didn't have a clue.

In my view, they might need to revise their studies. Not that I'm among their teachers. But, they do inspire me to make me think. C'est la vie (such is life), and in the most extreme cases, C'est la guerre (such is war).

I remember incidents. The ones that involved pervert bouts and visuals. Others that involved tears and screams. Others that involved laughter and joy.

There is no mistake about it, I am not completely enamoured with these things called pratfalls. In fact, I hate them for as long as I can remember, ever since those days when all there was to take one from stage A to stage B were rickety old things that you were forced to squeeze into seven passengers side by side.

Where then does the life come in? The stories, of course. After all, one cannot report on the perverts if one has not met them in person. The ones that involved pervert bouts and visuals. Others that involved laughter and joy. Others that involved tears and screams. Others that involved joy and laughter. Others that involved tears and screams.

In one of these incidents, a drunk was heard to say: "I was just thinking about the war." I don't know if he was serious or just trying to show his knowledge. But it made me think. C'est la vie (such is life), and in the most extreme cases, C'est la guerre (such is war).

I remember incidents. The ones that involved tears and screams. Others that involved laughter and joy. Others that involved pervert bouts and visuals. Others that involved joy and laughter. Others that involved tears and screams.

The streets are a runway, a fashion editorial in the making. So yes, I like staring without being obtrusive. Gleaning without directly asking. Therewith, driving myself crazy with all the unanswered questions I have.

Yet make no mistake about it, I am not completely enamoured with these things called pratfalls. In fact, I hate them for as long as I can remember, ever since those days when all there was to take one from stage A to stage B were rickety old things that you were forced to squeeze into seven passengers side by side.

Drinks, falling asleep on my shoulder. Drinks pouring out their life stories to all and sundry while I actually listened. Drinks collapsing on the seat next to mine and blocking my way out. Living the mature life is living a gamble. There are good days because of them, but there are also bad ones. In the case of the latter, we train ourselves to do as Jesus said and shake the dust off our sandals each time we slight.

Having said that, I do often stop to wonder why I have not taken the leap of faith and procured my driver's licence. Perhaps I have grown too comfortable in my discomfort. Maybe the stories are just too good to give up. Alternatively, the time might simply not have been right.

Mind you, I promised myself that I would finally do it this year. Cut the cord, so to speak. Metamorphose, spread my wings and get on with the driving programme. Who knows? If I will, though? After all, I am quite an awful procrastinator. But still I dream, many things...

I open my eyes. Ah, reality beckons. The driver is torturing us, driving off the road to evade traffic. At this rate I am no longer a living, breathing human being. Nay, I am but a sack of potatoes. From the corner of my eye I can see a building ahead, a clear indication that we are about to reach my stage. I get up and make my way to the front. Time to get off.

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TIME TO STOP BEING
AN ‘AFRICAN TIMER’

BY NADIA DARWESH

I cannot quite figure out when and how I morphed into a typical African timer, yet I must shamefully admit to being one.

Am I proud of it? Not one bit.

My primary school teachers would probably tug on their collars in dismay and “Tsk, tsk!” at me if they knew the story behind the time discipline that I value today.

Yes, keeping time is a habit that I have adopted.

Once, I was late for an appointment at 3 p.m. and I promised myself that I would never be late again. I have not been late since.

But the habit of being late is ingrained in me. I feel more comfortable leaving things to the last minute. I know it sounds strange.

I remember when I was young, my mother would always tell me that being late was not only rude, but it was also disrespectful to the person you were meeting.

She would say, “If you show up late, you are showing that you don’t care about the person you are meeting with.”

I used to think that was an exaggeration, but now I understand.

Now, when things get really bad, it means having to knock down the school compound after all the punishments had been mentioned.

I was always the last to leave school. I loved staying late and listening to the teachers and other students.

But now, I have to leave school early because of my habit of being late.

I have to plan my day carefully and make sure I leave enough time for unexpected delays.

I have also learned to be more punctual in my personal life. I no longer rush to appointments and meetings.

I have started setting reminders for myself and checking the time regularly.

By Nadia Darwesh. @NadiaDarwesh, Facebook.com/NadidaDarwesh
SELFIES, THE END OF MODERN CIVILISATION

THE OTHER DAY MY dad, Grandpa Richard, summoned me and asked to be briefed on a dim trend he had witnessed while experimenting with social media. “Don’t your comrades have any friends to take photos of them?” He quizzed.

“Let me tell you about the selfie generation, Grandpa,” I replied. “You might want to take a chair and sip some tea, because the information I’m going to reveal will discomfite you a great deal.”

I began by taking the pensioner down the memory lane to the balcony days when the entire village only trusted one individual to take portraits of them. The accredited photographer would visit your home with his pin-hole camera once a year, on Christmas day. But today’s selfie is a subversive twist of the traditional understanding of photography.

You’d agree with me that the picture (excuse the pun) isn’t pretty when you consider that every Kikuyu, Achieng’ and Nayerian insists on taking 999 shots of themselves in a single day. Not even Mugow Kibira, the famous Kikuyu seer who foresaw colonialism, would have predicted such rank absurdity.

For some reason, Grandpa Richard thinks that the selfie culture is a portrayal of arrogance worse than that of a typical Kenyan MP. “It is obnoxious and dangerous,” slates grandpa. “Low self-esteem and hunger for popularity has driven you to this unhealthy obsession, where you post a legion of selfies in an attempt to soothe your egos with peer gratification,” the sage argues.

Grandpa is right; selfies are actually a recipe for mental disorders. When the banana that is selfie is peeled to expose its bare flesh, nothing but vanity is revealed underneath. Taking dozens of photos of oneself and uploading them to social media in torrents for validation is nothing but the modern version of narcissism. It is rare to find an honest selfie. This is because for every one selfie appeared on Instagram, 96 others have obviously been deleted for not being up to snuff.

And even that selfie that makes the cut is heavily filtered to produce desired, conniving and enhance certain bodily features, proving that getting the perfect selfie is tougher than nailing a Kenyan land grabber. And what’s it with the duck-face pose? Don’t we have an agency that promotes animals from such cruelty? Or do the sterilisations associated with selfies, the selfie-stick, take the backseat?

According to Urban Dictionary, a selfie-stick is an engraves rod with a camera on one end and a dense motion on the other. There’s even a newer invention called the burntstick, which is used to exclusively take photos of one’s buttocks! Ashine, asmine, assmine!

However, corporates do not appear to be-apologising praises to this trend any time soon. Other than the Vodka Olympics, the only other competition my comrades engage with nonpareil gusto is the Selfie-Olympics.

Future sociologists will discuss among themselves the downfall of civilization as we now know it. “Illucia no kese!” they’ll true.

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EVER HEARD OF A KENYAN SOUND?

The Kenyan sound is slowly fading, not as noticeably as it was when the musicians holding the African torch seemed to be more concerned with doing it like their favorite American musicians. 

Opinion

GEORGE OMONDI

Urban music the world over has taken on a new sound, every space tenders in some way or the other. American music does play a very vital role in this. Many of the musicians that got interested in 미국ian music, are more in American music, jazz music or African music which represent a foreign culture. 

The "Bend Na Prelude" has been in music for a long time. How music circles tell the African sound like they rapped it. The "Pate Nai" after that time had no one to pass the mantle on, and music mixed into a kind of "doing it free" composition to "kina-duria" or "kina-duria" composition. 

And it comes as an overall sense of the crucible of one type of music and the ability to play in, that is now known as the African sound. The fact that it is not just African music produces a sound that is often a popular sound. African and American music are one and the same. And when the African music is sunny, it is more popular. This is why some African sound is sunny, but not in popular. 

As much as the African sound is sunny, it is always more popular. But it is not always the case that the African sound is sunny, it is also not always more popular. 

The Internet has made All the different Kenyan artists, whether in Kenya, in Tanzania and his father in the United States, to be reachable online. As more and more Kenyans get involved in the music industry, the African sound is becoming more popular. 

The Kenyan music is still not the same. But it is no longer a question of who is going to lead the industry. It is just a question of who is going to lead the industry. And as more and more Kenyans get involved in the music industry, the African sound is becoming more popular. 

COMRADES a JOWAL JONES

RIP INTEGRITY: IT WAS AN AWFUL MURDER

now that we know somebody has been killed. If you have been living in a state, or you are in a state that is not a state, you can be arrested. The same for lawyers and others. There was no wound to the face, neck, or hand. The wound was to the face, neck, or hand. 

The reason is that you can be arrested. But because the man justified the murder, it would be as much as we would need to do. 

This is why we have arrested. But because the man justified the murder, it would be as much as we would need to do. 

The reason is that you can be arrested. But because the man justified the murder, it would be as much as we would need to do. 

This is why we have arrested. But because the man justified the murder, it would be as much as we would need to do.
There will always be lesser and greater persons than you

I have a local novel that is offering a Valentine's day package that will set you back $125.50, including a special dinner. But the authors are also doing something different for this Valentine's day. They are offering a special Valentine's day package that will set you back $125.50, including a romantic dinner for two.

The novel, entitled "Life and Sport," is written by a local author and has been well-received by readers. The author, who is a successful athlete, uses his experiences in sports to write about the challenges of being a great person.

Comrades Jovial Jones

The Folly of Valentine's Day

Tomorrow's World is in a state of flux, as the world is bracing itself for the arrival of a new era. The era of technology and the internet has brought about a new way of living and a new way of communicating. This has had a significant impact on the way we celebrate holidays such as Valentine's Day.

In the past, Valentine's Day was celebrated with traditional gestures of love and affection, such as sending roses or chocolates to loved ones. However, with the advent of technology, the way we celebrate Valentine's Day has changed.

Today, Valentine's Day is celebrated with the use of social media and digital platforms to express love and affection. This has led to a new trend of "digital valentines," where people send messages, videos, and photos to their loved ones via social media platforms.

While this trend is popular, it is also causing concern among some traditionalists. They argue that the use of technology is taking away from the true meaning of Valentine's Day, which is to express love and affection in a personal and meaningful way.

In light of this, it is important to remember that Valentine's Day is a celebration of love and affection, regardless of how it is celebrated. Whether it is sending a traditional Valentine's day card or a digital message, the important thing is to show love and affection to those we care about.

Ronaldo Blasted for Partying After Real Defeat

Real Madrid star Cristiano Ronaldo faces a backlash after partying in a strip club just days after the team's defeat to Sevilla. According to reports, Ronaldo was seen partying at a strip club in the early hours of the morning after Real Madrid's 2-1 loss to Sevilla in the La Liga clash.

The controversy has raised questions about Ronaldo's priorities, with some arguing that his behavior is incompatible with the expectations placed on him as a professional footballer.

However, Ronaldo's partying has also sparked a debate about the double standards applied to him compared to other footballers. Many have pointed out that while Ronaldo is often criticized for his behavior, other high-profile footballers have been given a pass.

Despite the controversy, Ronaldo remains one of the most successful and popular footballers in the world, with a large fan base that continues to support him regardless of his behavior.

In light of this, it is important to remember that while Ronaldo's behavior may not be ideal, he is still a talented and successful footballer who has achieved great success in his career.

The public is called upon to support him and his team in their upcoming matches, while also holding them to the same standards as other teams in the league.
LADIES, PLEASE STOP 'BEATING' YOUR FACES TOO DAMN MUCH

On Facebook, every third girl wants to be the face of some make-up brand and on Instagram, every second picture I see is a selfie of a girl who has had her face "fixed" by a make-up artist.

Most of these girls are on badly "heal" they would fare a damn in the dark but I wouldn't say it because the network of Likes, "haha" and "ohh sh" is a necessity that fills the commenting space near me. That is fine, rolling into a Dale Olorunolly "Mambo for president" banner.

A girl will take a picture with her face looking like she wanted a pig but badly in the name of make-up but will still get more than the Likes.

I know brands like Mary Joan and I know that when two girls talk of "nudes" they are talking of colour, not understanding. It is sad state of affairs because I can understand when someone tells me she is looking for nude online and I will not run to see which brand photos are coming up. Sometimes when all hope was hopeless.

I take the every third girl you meet in public behind layers of make-up, I have seen blank faces of girls looking like Casper, but out is a friendly ghostly way.

I saw a former image of Laura Oyinbo looking like a shadow out of her is an even and I forgot there, the two are so black that I let her go without proper feelings.

When asked why she had bleached herself, the girl who was at first in a state of wait for not paying a hotel bill said she had been in the sun for long and got burnt. No, Laura, I have seen, mushroom people and they are not mushroom, I am not saying she bleached, but that is not the case.

She's got a great body for anyone who will marry these girls expecting a light-skinned baby, only for the hurdle of her to come in looking like a pale baby, even worse. I find crying whenever I imagine that some chap took a "reco" on this lite-skinned girl because of the shock only to wake up and find someone who is darker than before. He was born with his looks.

Now you are on a date with this flawless daughter of the sun and you want her after the date, it starts raining and, hence, of course, the man writes a note with his hand and sends her to take out a return gift that will be the same as "Patra hanani? Do you know what that means?"

There are people who do not want a single EWT on their electric bill because they would mean showing the world the darkness that was your childhood. What little piece of me was bitting this beautiful girl with an accent burnt from Charmed O and then in later talking how a shadow? That guy might wake up in a mental hospital. Someone said that for a first date, men will start taking girls to a swimming pool so that they can see her true colours.

I have been in a state of wait for years but now, you can offer to dry her right. Any little thing helps. So, ladies, just go else on getting your faces "fixed"; there are men who will love you even if your face looks like a shadow.

On second thought, you know what, wear as much make-up as possible because I bet there are men who won't mind it and will also lie about something as well.
COMRADES » JOWAL JONES

MY FILTHY COLLEAGUES MAKE ME FURIOUS!

I RECALL SOMETIME back when nonsense was being pedaled around that dirt is good. A sizeable section of my comrades swallowed the malarky hook, line and sinker. Heck, they even digested the tripe such that it became their DNA to be slavishly and generally walk around looking like a sack of communal compost manure. It is revolting and makes my old man nauseated.

This sort of comradeship seems to have made a firm pact with the devil to corrupt hygiene and all the ideals that cleanliness stands for. They don’t give a hoot about microbes, germs, lice, bananas, fleas, and all other disease-carrying creatures that might eventually kill them. Though the appreciates that this could go on a long way in stemming the herd, Grandpa Richard is extremely concerned that such comrades make business by brutally assailing others with their filth.

He recalls a few months ago when some comrades had to resuscitate him after he passed out in a maul, courtesy of one of my comrades. The comrade had apparently stretched his arm across Grandpa’s face in order to take a selfie. The stench emanating from his armpits, which caused the referee to lose consciousness, was worse than a government that denies its media the right to operate freely.

Why would a comrade confine a bird in public, much less a parrot? They might think that they’re having an

HOW DO WE EXPECT UNIVERSITY STUDENTS TO BE THE FACE OF OUR COUNTRY WHEN THEY’RE STILL BEARING LAST WEEK’S MIRAA ON THEIR FRONT TEETH? IT’S LUDICROUS!

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To read more from this writer, visit www.jowaljon.com
THINGS THAT MAKE ME WANT TO GO ‘KETER’ ON PEOPLE

For rest of the year goes to one Alfred Keter. Dada was beyond pissed off; he was mad. I believe the last time I saw him was when he was about to leave the house when I had just eaten. He could not see me eat, but I knew that there were some women’s expectations. He had to live in secrecy that might just collapse when you move. We would all be chilling in the garden of Eden with nothing but smiles and eating all the fruits and vegetables we want. Imagine!

That real gave every TV station’s Blues machine a complete workout. Keter was now dropping like he was trying to get through an airport security and he did not have all his documents. If he knew all those guys, I would drop their ageing everywhere. I would refuse to eat for food and when asked why I would go off and machen all of that and then threaten them with eating. Don’t come.

I couldn’t even be asked of Keter. Sure, what was he doing? That was desperation. I don’t care if it was nothing because the police refused to release the truth. or because he was against paying a police. Why I say that I am not mad at him is because we all are at some point or another want to go off on someone like that.

There you are standing in the back waiting to go and whisper to the teller who will see as much as you tell a second look when they did not see your cash. It is in the kind of wars that has some weird to it.

You turn and here, there is a man to close in, say cheers and he would be part of you. People who have no respect for personal space deserve to be Ketered everywhere. There are those who stand as close, you can feel the phone in their pocket, at least I pray that is what it is.

Remember all those baby photos you found whenever you logged onto Facebook? Well, those kids are now in nursery school and you want to call Keter and tell him to ask his powerful friends to take those “inappropriate” photos and tell them to stop posting pictures of their kids in uniforms ever again.

We saw your child went to school on January 6, why do you need a reminder on January 30? If this kid is as smart as a whip, he would be in Standard twelve now.

I have no causes about people posting pictures of their children. No.

babies. No. I actually hit the "Like" button every once in a while to show my approval, but why do I have to see the baby wearing the same clothes? I saw her in yesterday?

Is the child changing clothes? No. Then stop posting photos daily so that Keter will be all over you like a cheap suit. Just imagine if he was trained well with that much passion, how will he fight for the rights of people who do not want children’s school uniforms posted?

But the big was that Keter was telling about his passion for that thing generally called keter. Sure, people, I bet these are people who will gladly take a photo of you for free, all machines to do it.

All of a sudden, we have people in photos looking like they are advertising companies or cleansing windows. I hate to be as much as the next guy, no, not that guy. But I can tolerate clean-up but when you have to include your feet in your slate, a few feet to be drawn on the sand and calls have to trade and yes, my friends, better pick up or as the great Keter asked, "Shout out, run out? You are running to hear them, who cares?"

Just break your other stick into three and start using your friends to take your photos. Given your time to pose and make yourself look good.

Going off from this, can you even and those using that "cleansing forever" song please? I believe the government refuses to listen to your demands because the Cabinet secretary is sick and tired of that song.

Listen, Keter reminded all of you who the government is, and who can remove laws, so drop the song. Close up with better songs and see your account swell with cash.

If you do not heed my call, remember what the good man taught on tape and be sure to innocent people. Hey, don’t shout the dressing-up.
You know the moment when you're feeling down and all you have to do is imagine their cute little ways and your stomach feels like there are fireworks going off, leaving you smiling sheepishly.

We all know that the best thing about being in a relationship is all those little things our significant other does, that drive us absolutely wild. You know the little things that just can't be forced, that are adorable and processes.

So, just what drives guys crazy about their girlfriends?

One Brennan says that he super loves it when he's angry or in a bad mood then she throws him playfully on the bed and jumps on him saying; "Who's a good boy, come on baby, don't be mad" you know, like you would do to a puppy. He says that he can't help but laugh and giggle like a little kid.

When she gets out of the shower and lies on top of me with wet skin and all, before getting dressed. There's no better way to wake up," he fondly recalls.

24-year old Dave says that he loves when his normally serious girlfriend runs at a top speed across a room and jumps into his arms. No explanation, just a full-on leap and straddle. He adds that he loves it when she gives him little sudden kisses on the cheeks and forehead, like she's super psyched to just have him there, next to her.

Dave says that whenever he gets up to leave, she often whimpers to him, each time convincingly, that she has something "important" to tell him, only to grab onto him and refuse to let go. He jokes that he has lost count of how many times she's been late for an important meeting as a result of something "important."

"When we're kissing, if I pull away, she'll still be leaning towards me with her lips puckered and her eyes closed. It's so adorable that I have to kiss her some more," says Eric, who's been dating his girlfriend for two years.

Another college chap, Keith, says that his favourite thing is when making out with his girlfriend and the kisses get so intense that they grab at each other because they literally cannot get any closer to each other. He also says that whenever they're eating, his girl reaches out to give him a bite unexpectedly, making him feel loved and appreciated.

All these little acts, no doubt, make us realise just how important and special our lovers, girlfriends and spouses are to us. And as the hours turn into days, and Valentine's Day approaches, let's try to appreciate and share our cute little ways with someone special.

Sorry, am only trying to be a girl.
A-NYANG TO N-YONGO

M - mild man, who is quite
a Southern scenes


GET YOUR LITE ON

AT THE TUSKER LITE PARTY

THIS SATURDAY

7TH MARCH

AT K1 KLUBHOUSE

TIME 6PM

PLUS: ENJOY A TUSKER LITE EXPERIENCE AT THE FOLLOWING CLUBS:

- NOVA (NAIROBI) ON SAT 1ST MARCH
- CLUB 69 (NAIROBI) ON SAT 8TH MARCH
- TRIPPLES 1 CLUB (NAIROBI) ON SAT 15TH MARCH

Excessive consumption of alcohol is harmful to your health.
Strictly not for sale to persons under 18 years.

#LITETHEWAY
Nai Ain't The Only Place To Partie@
FOOTBALL MANAGERS ARE KNOWN TO BE GOOD PSYCHOLOGISTS. THEY SEE THAT TRUTH BEHIND THE LINES ANDtheir crews, Arsene Wenger is one such manager. Often, you will hear him say that his team suffers from a 'heroic loss'.

There was a lot of talk about Arsenal's exploits in the Champions League, after being drawn with Monaco. It's a result that means they could be eliminated from the competition, and the team will have to regroup. The game against Monaco is a crucial one for them. They need to win to stay in the competition.

So when the first leg ended 3-0 in Monaco's favor, many were surprised. However, the second leg was a different story, as Arsenal secured a 2-1 victory at home. The team was able to turn things around, and the players were able to celebrate.

In true football fashion, the final score was 3-1, with Monaco losing 1-2. The victory was a huge boost for Arsenal, who now have a chance to reach the next round of the competition.
MOVING INTO MAY OH SIX

This past weekend, I was attending our wedding in the Bowery neighborhood, so I was allowed to bring Smrta as my date. We went to see the movie "The Breakfast Club," and I was amazed by how many people my age were actually interested in watching it. After the movie, we decided to go out for dinner at a small Italian restaurant, where I was served the most delicious pasta I have ever had. The next day, we visited the East Village, and I was immediately struck by the vibrancy and energy of the neighborhood. We spent the afternoon walking around and exploring, and I was impressed by the variety of shops and restaurants. In the evening, we attended a concert featuring Smrta's new album, and the crowd was electric. Overall, it was a fantastic weekend, and I am already looking forward to the next one.
Out of nowhere, the whole country was singing along to Robert Waweru's aka Wawesh Mjanja new beat, the creative mind behind a string of hits and ESTHER MUCHENE catches up with him to find out what he has since been up to.

His dream of making a sensation, "I wanted to make it in the world so we looked towards the United Kingdom, I got hold of a Kenyan called D. Prestige who was working on BBC radio. We started taking and developing into a friendship. We started writing and pitching in major labels. At the same time, D. Prestige was working on his album. He made me a tour with him. He told me I won't let you go until I recorded something. He says.

That is how Maraj, was born. He was a young boy in a new band and a friend would get the song to his brother, who happens to be DJ Mike, and that was the beginning of the music career in Kenya.

"The song was a hit," he says.

He was invited by his friend to London to do a video where he shot with his help. This was followed by Waweru's and Abubakar with 20 songs.

"That was the entry point of Kenya. I had to come back and promote it. I also wanted to create music and opportunities for young people and I started Abubakar in 2009." He goes on.

Together with Abubakar, he was doing the famous Kibo Club project with Usambara among others. A lot of music is being produced in partnership with the Swedish government and UN.

"Needless to say, I am 100 per cent into youth development. I have a studio with Waweru and I also have a project which allows me the luxury to work with whoever I want. It's not really an open studio. I produced five songs in Ali Haka's new album.

Deka, Saul Sir and many other guys. He was very excited." The add.

Come 2011, he left to start Uwezo, which was registered before working with the Swedish government and UN.

"Needless to say, I am 100 per cent into youth development. I have a studio with Waweru and I also have a project which allows me the luxury to work with whoever I want. It's not really an open studio. I produced five songs in Ali Haka's new album. I did Sandalee's Sandy Wamari and膘膘's Bando. We have also worked with Abubakar in the studio and Abubakar as the duo song. It's about native Swahili music and it will be launched on Valentine's Day," he explains.

With his plate full working as a full-time producer, running an NGO and being a single parent.

This proud father of an 18-year-old daughter considers his daughter to be his best friend. "I have never been married and I am not in a relationship. She is 18 years old. She (his daughter) has their education now, the proud father explains.

His home is under a snarl about what happened to his music career. He responds that he did it as a hobby. "I never started really. I like to be behind the scenes. I feel comfortable there," he says.
ON E-SPIRIT