"... until the day dawn, and the day star arise in your hearts"
(2 Peter 1:19 KJV)

ISBN 9966-936-13-0
ABSTRACTS
1978 -2004
Daystar University
FACULTY OF POSTGRADUATE STUDIES
IN COLLABORATION WITH THE RESEARCH CENTER
ABSTRACTS
1978 -2004

Daystar University

FACULTY OF POSTGRADUATE STUDIES
IN COLLABORATION WITH THE RESEARCH CENTER

Master of Arts in Communication

Master of Arts in Christian Ministries

(c) 2005 Daystar University
Nairobi, Kenya
ABSTRACTS
Masters Theses

PUBLISHER
Research Center of Daystar University

EDITOR
Faith Nguru, Ph.D.

Book and cover design by
Mondi Howard Makingu

Printed in Kenya by
Starbright Services Ltd

Editorial Disclaimer: The University and the Editorial Team cannot be held responsible for the opinions, views and conclusions expressed in this publication. These are entirely those of the authors and are not necessarily of Daystar University or the Editors. In this edition, some of the Abstracts have been condensed due to space.

Editorial Correspondence: including manuscripts for submission should be addressed to: The Editor, Abstracts- Masters Theses, Research Center, Daystar University, P. O. Box 44400, Nairobi, Kenya. Tel (02) 723002-4 or (0150) 22601-4 Fax (02) 728338 Email: info@daystar.ac.ke

Copyright: All rights reserved. No part of this publication may for financial gain, be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without permission of the copyright holder.

Abstracts
Dedication

To all the graduates, their supervisors, administrators and heads of Postgraduate department, namely:

Dr. Donald Smith
Dr. Stephen Talitwala
Dr. Robert Primrose
Dr. Faith Gathu 1995 - 1997
Dr. Baruck Opiyo 1997 - 1999
Rev. Dr. Marta Bennett 1999 - 2004
Table of Contents

The Evangelical Revival in England and Church Planting in Uganda .......... 16
Cultural change and communication of innovations among the pastoral
Maasai of Kajiado ...................................................................................... 17
Examination of the Traditional Social and Moral Values of the Girls of Meru
District ........................................................................................................ 18
An Examination of Three Dimensions of Development Evaluation Process
With a Special Focus on Community Process of Evaluation ....................... 19
A Study of the Lotuko Way of Life in a Bid to Establish Strategy for Reaching
Them with the Gospel ................................................................................ 20
The African Missionary and His Contribution to Missions ......................... 21
A Communication Strategy for Community Development in Saradidi Area,
Siaya District, Malaria and Nutrition as Examples .................................... 22
An Approval of Nairobi Baptist Church Sunday School Programme ............ 23
The Social Communication Networks of the Pastoral Pokot of Kacheliba Division
(West Pokot District): Implications for Christian Outreach ....................... 24
A Strategy of Persuasive Communication for Campus Evangelism Among
Bukavu I.S.P. Students (Zaire) ................................................................... 25
The Toposa Culture and the Communication of the Gospel

Author: Kitonga, David M. 1985 ................................................................. 26
Monitoring Assistance Programs: Guidelines for Developing Christian
Nationals’ Reporting and Evaluation Procedures in East Africa ................. 27
Adult Bible Study in AIC Kenya: An Investigation for it’s Omission by Most AIC
Churches and Ways to Correct this Omission ............................................ 28
Towards a Contextualized Christianity Among the Ewes
of South-East Ghana .................................................................................... 29
Preparing Anglican Church Girls for Church Leadership in Nigeria Through
Servant-Leader Model .................................................................................. 30
Inter-Personal Communication Problems of the Pastorate: A Study of Church
of the Province of Kenya Pastors in the City of Nairobi ............................. 31
A Strategy to Assist the African Christian Change-Agent in the Dissemination
of Information and Education in Population Problems and Family
Planning Activities. ....................................................................................... 32
A Study of Fundraising practices in selected parachurch organizations
in Nairobi ........................................................................................................ 33
Guidelines Towards Achieving a More Effective Use of Christian Periodicals
For Communication in East Africa: A Case Study of the Lengo Newspaper in Tanzania

Your Marriage and Family: A Christian Response to the Issues Relating to Marriage and Family among the Kenyan Elite

A Study of Factors Accompanying Spread of Islam Among the Agikuyu of Central Province of Kenya in the Light of the Challenges this Poses to Christianity

Relationship Patterns for Evangelization Among Ildamat Maasai Men of the Church of Christ

A Study of the Support Networks of Kenyan Nuclear Families in the Urban Churches in Nairobi of the Africa Inland Church

English Bemba Dictionary

God’s Plan for Giving Tithes and Offerings

Evaluation of the Harvest Unit

A Self Guide for Teaching Counseling in the A.I.C.T Bible College

A Management Evaluation of the Marketing and Distribution Function of the Bible Societies in the Africa Region

Christian Ministries Offered to the Students of Kenyatta and Nairobi Universities

A Study of The Role Christian Parents Play in the Christian Education of Their Children

Developing a Communications Department Structure for a Diocese in the Church of Uganda (Anglican)

A Pre-Marital Counseling Programme, for the Cathedral Church of All Saints’, Nairobi

Communication Audit for Effective Management

Factors Contributing to the Use or Non-use of Contraceptives in Kwale & Kilifi Districts. Kenya

A Survey to Enable Kileleshwa Community Church to Develop a Relevant Youth Programme

Evaluation of the Harvest Heralds Theological Education by Extension Program as Used in South Nyanza, Kenya

A Pilot Study to Develop Means to Evaluate Interpersonal Communication Patterns by Registered Nurses to in-patients at Kenyatta National Hospital
Abstracts

Communication Factors Influencing Male Participation as Community Health Workers in Sub-Locations of Kibwezi Division, Machakos ........................................ 53

A Preliminary Project to Produce Instructional Materials for the Communication of Health/Nutrition Education among Non-Literate People of Chukudum Sub-District, Sudan ................................................................. 54

Umoja Magazine Readership Survey .............................................................. 55

A Pre-Departure Cross-Cultural Orientation Program for Daystar Students Going on Exchange to Christian College Consortium Schools .................. 56

Some Factors that Hinder Effective Communication of the Gospel Message among Students in Nairobi High Schools .................................................. 57

An Exploratory and Qualitative Evaluation of the Emmanuel Methodist Girls Fellowship Labadi-Ghana ................................................................. 58


A Partial Feasibility Study for a Christian Youth Magazine in Nigeria ........ 60

The Image of Women as Portrayed in Magazine Advertisements in Kenya .... 61

A Comparative Study of the Luhyia of Maragoli and the Luo of Nyahera’s Oral Narratives ................................................................. 62

Children’s Curriculum for Rural Evangelical Churches in Kenya ............... 63

A Study of Publication Design Traditions and Trends in Selected Kenyan Magazines ......................................................................................... 64

The Relevance of Covenant Concept in Developing A Strategy for Christian Ministry Among the Luo People of Kenya ........................................... 65

A Cross-Cultural Orientation Program for Focus Groups Going for Short-Term Missions to the Unreached People Groups of Kenya ......................... 66

An Investigation of Source Credibility Factors Among a Select African Audience Using Semantic Differential Technique ................................................. 67

Today’s Youth: The Hope for a Brighter Tomorrow. Nairobi Youth: A Case Study ......................................................................................... 68


Marriage and Family Life Information Seeking Patterns Among Urban Educated Yoruba Youth Aged 15-25 Years in Abeokuta ............................... 70

A Feasibility Study for Establishing a Christian Leadership Magazine for Conseil Protestant Du Rwanda .......................................................... 71

A Survey and Directory of Mission Agencies in Uganda .............................. 72
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Communication Audit of Staff and Faculty at Daystar University</td>
<td>73</td>
</tr>
<tr>
<td>A Directory of Ministry Opportunities in Selected Protestant Mission Agencies in Nairobi, Kenya</td>
<td>74</td>
</tr>
<tr>
<td>Views of Kenya Churchgoers Toward Life Ministry - Kenya. An External Communication Audit</td>
<td>75</td>
</tr>
<tr>
<td>A Partial Feasibility Study for Starting a New Magazine for Teachers in Kenya</td>
<td>76</td>
</tr>
<tr>
<td>A Survey of the Composition of Undergraduate Students at Daystar University: Their Changing Patterns and Implications for Future Planning of Appropriate Student Ministries</td>
<td>77</td>
</tr>
<tr>
<td>Coverage of Environmental issues by Kenyan Newspapers: A Content Analysis</td>
<td>78</td>
</tr>
<tr>
<td>A Study of the Roles of Professional Media Women and the Challenges they Face in Media Outlets in Kampala, Uganda</td>
<td>79</td>
</tr>
<tr>
<td>Interpersonal Communication Patterns Between Field Workers and Destitute Children of St. Nicholas Community Development Center</td>
<td>80</td>
</tr>
<tr>
<td>An External Communication Audit of Trinity Fellowship Discipleship Ministry</td>
<td>81</td>
</tr>
<tr>
<td>Worship and Church Growth: A Single Case Study of Nairobi Chapel</td>
<td>82</td>
</tr>
<tr>
<td>A Communication Audit Among Daystar University Students</td>
<td>83</td>
</tr>
<tr>
<td>Men Without Chests: An Anthology of Christian Fiction Short Stories</td>
<td>84</td>
</tr>
<tr>
<td>Biographical Study of a Christian Worker: The Life Story of Bishop Ezekiel K. Birech, Leader of Africa Inland Church</td>
<td>85</td>
</tr>
<tr>
<td>Foundations for the Free Methodist Church of Kenya to Establish an Effective Ministry for the Youth</td>
<td>86</td>
</tr>
<tr>
<td>Spiritual Warfare Approaches Among Select Christian Groups in Nairobi (An Exploratory Case Study Approach)</td>
<td>87</td>
</tr>
<tr>
<td>Content Analysis of Books One to Four of Christian Learning Materials Center (CLMC) Christian Education Curriculum for Ages 13 to 15 for Relevance to the Christian Needs of Children Assisted by Compassion International, Uganda</td>
<td>88</td>
</tr>
<tr>
<td>Interpersonal Communication in Counselling Departments in Nairobi Secondary Schools</td>
<td>89</td>
</tr>
<tr>
<td>Management Practices at Selected Christian Radio Production Centres in Kenya 90</td>
<td>91</td>
</tr>
<tr>
<td>Measurement of the Bilingual Abilities of the Bira People of Upper Zaire Province</td>
<td>92</td>
</tr>
</tbody>
</table>
A Study of the Support Networks of the Recently Urbanized Pastoralists in Nairobi .......................................................... 92

The Relationship Between Public Commitment and Self-Persuasion: A Case of Daystar University’s Code of Conduct .......................................................... 93


An Investigation of Effects of Pluralization on Political Reporting in the Tanzanian Press .......................................................................................... 95

A Communication Evaluation of Participatory Rural Appraisal (PRA) in Selected World Neighbors - East Africa Programmes Areas ...................... 96

Towards A Code of Ethics for Members of Kenya Union of Journalists ....... 97

The Utilisation of the Interpersonal Pyramid Model for the Evaluation of Discipleship Programmes: A Case Study of Riruta Baptist Church .......... 98

The Coverage of Rape by the Kenya Dailies: A Content Analysis ............ 99

The Uses and Gratifications of Magazine Readership Among Women in Nairobi. ........................................................................................................ 100

An Evaluation of the Kenya Red Cross Society Emblem Protection Campaign in Nairobi .......................................................... 101

An Evaluation of the Communication Effectiveness of Selected Television Commercials .......................................................... 102

Audience Survey of Jitegemea Magazine .......................................................... 103

An Exploration of Interpersonal Communication Patterns in Agape Fellowship Centre at Madaraka Estate Nairobi .................................................. 104

A Public Relations Audit of Selected Publics of Kenya Wildlife Service .... 105

A Study of Fundraising for Environmental Conservation Initiatives by Non-Governmental Organizations in Kenya .................................................. 106

Coverage of Domestic Violence: A Content Analysis of Two Kenyan Newspapers. .......................................................... 107

Barriers to Effective Gospel Message Communication Among the Babira of Upper-Zaïre Province: The Case of the Evangelical Brethren Church .... 108

Democracy in the Baptist Convention of Tanzania: A Study of the Understanding and Practice of Democracy in Decision-Making .................. 109

FM Listenership: Uses and Gratifications Among Selected Christian Youth in Nairobi .......................................................... 110

Music Communication in Christian University Chapel Services: A Case Study of Daystar University - Athi River Campus ........................................ 111

Status and Challenges of Professional Media Women in Kenya ..................... 112

Abstracts
The Impact of Discipleship on Church Growth: A Case Study of Parklands Baptist Church, Nairobi ................................................................. 113
Leadership Development for Church and Para-Church Organizations: An Exploratory Study of Selected Followers and Leaders in Nairobi, Kenya . 114
The Use of the LePSA Methodology in Primary Health Education Programme, Northern Diocese of the Evangelical Lutheran Church in Tanzania: An Evaluation .................................................................................................. 115
Factors Contributing to the Continuity or Discontinuity of Magazines Published by Selected Parachurch Organizations ................................. 116
Theocratic Leadership in the Church: A Case of Christ’s Co-Workers (Chrisco) Church in Nairobi, Kenya ................................................................. 118
An Evaluation of A Theological Education by Extension (TEE) Programme: A Case Study of Oldonyo Sambu TEE Programme of the Diocese in Arusha Region of the Evangelical Lutheran Church of Tanzania ............ 119
Corporate Image Building in the Service Sector: A Study of Passenger Knowledge and Perceptions of Kenya Airways ........................................... 121
Communication Strategies and Development: A Case Study of Selected Non Governmental Organizations in Kajiado, Kenya ......................... 123
Factors Affecting Teacher-Student Communication in a Christian Institution: A Case Study of Kenya Highlands Bible College ............................. 125
A Communication Audit of the All Africa Conference of Churches (AACC) Headquarters’ Internal Publics ............................................................. 126
The Editing of the Cultural Script in Self-Actualisation: A Case of Two Female Luo Leaders ............................................................................... 127
Characteristics of Human Interactions Between Daystar University National and International Students: An Intercultural Communication Perspective ............................................................. 128
An Analysis of the Content of Dinka Christian Songs of the Episcopal Church in Kakuma Refugee Camp with Special Reference to Contextual Models Used .................................................................................. 129
Factors Affecting the Growth of Newly Planted Churches in an African City: A Comparative Study of Two Churches in Kampala, Uganda .................. 130

The Use of Communication Campaigns in Addressing Social Issues: An Evaluative Study of ICFTU-AFRO’s Anti-Child Labor Program in Kenya 131

The State of Public Relations Practice and Profession in Kenya. ...................... 132

Towards Narrowcasting Programs: A Descriptive Study of Kibera Slum Adult Dwellers’ Television Viewing Patterns ......................................................... 133

A Curriculum for Christian Secondary School Leavers in their First Year After School .............................................................................................. 134

The Effectiveness of Communicating Gender Sensitive Initiatives to United Nations Employees in Nairobi ................................................................. 135

Towards a Strategy for Communicating HIV/AIDS Information for Attitudinal & Behavioural Change Among Rural Maragoli Women .................... 136

Towards A Communication Based Marketing Strategy for Nairobi Evangelical Graduate School of Theology (NEGST) ......................................................... 137

Processing Pastoral Messages Among Selected Church Attendees of A.I.C. Ziwani, Nairobi: An Exploratory Study ........................................................ 138

Attitudes Towards Local Language Bible Translations Among Select Christians in Nairobi: A Functional Analysis .................................................. 139

Diffusion of Innovations in Unstable Social Systems: A Study of the Adoption of Solar Cookers Among Refugee Women at Kakuma Camp, Kenya ....... 140

Assessing the Efficacy of Group Study Guides in Changing Ethnocentric Attitudes: A Study of the Challenge of Ethnicity .......................................... 141

Women Empowerment: The Roles and Challenges Facing Women in Alternative Media Outlets (AMOs), Nairobi, Kenya ................................. 142


The Relationship Between Journalist Orientation, Newsroom Politics and Journalist Attitudes Towards the Crisis Over Reviewing the Constitution in Kenya ........................................................................................................ 144

Orientation Function of the Press: A Content Analysis of the Coverage of Substance Abuse by Two Kenya Dailies .......................................................... 145

Adult Appraisal of Child Rights Self-Advocacy Concept: The Case of Plan International’s Child Affective Media Project ........................................... 146

The Challenge of Guiding Children’s Mass Media Use: An Assessment of the Television Literacy of Select Parents in Nairobi ......................................... 147

Communication Training in Priestly Formation and Ministry: A Case Study of the Four Major Seminaries in Kenya. ......................................................... 148
Women in Public Relations Practice in Nairobi: Roles and Profession-Related Perceptions ....................................................................................................... 149

Language Preferences in the Mass Media: A Case Study of Television Broadcasting in Nairobi, Kenya ................................................................. 150

Intercultural Interactions of Selected Staff at Bible Translation & Literacy, Nairobi: An Exploratory Approach ................................................................. 151

Communicating Adolescent Reproductive Health: Content Analysis of “Straight Talk” Radio Program on Malawi Broadcasting Corporation .... 152

Television Behaviour of Theological Students in Nairobi: A Critical Analysis ........................................................................................................ 153

Participatory Message Development for Poverty Alleviation: A Case Study of Women in a Nairobi Slum ................................................................. 154

Conflict Among Church Leaders in Nairobi Sources, Communication Strategies Used and Indicators of Successful Management .............. 155

Women in Public Relations Practice in Nairobi: Roles and Profession-Related Perceptions ....................................................................................................... 156

Language Preferences in the Mass Media: A Case Study of Television Broadcasting in Nairobi, Kenya ................................................................. 157

Impact of Daystar University’s Campaign Against HIV/AIDS: A Study of the Transformation of Knowledge, Attitude, and Behaviour Patterns Among the Kyumbi Community of Machakos District, Kenya ............... 158


An Assessment of Information Flow Patterns of the Decade of Evangelism Strategy in the Church of Uganda ............................................................ 160

An Evaluation of the Graphic Design, Content and Writing Style of Christian Books for Children by Kenyan Authors ....................................................... 161

An Assessment of the Use of Community Media (Rural Newsletters) in the Socio-Economic Empowerment Process in Nyeri District, Kenya .............. 162

In Whose Style? A Critical Analysis of Content in the Sunday Nation’s “Femalestyle” Pages ........................................................................................................ 163

Cultural Value Dimensions and the Use of Time as Communication Among Business Managers in Nairobi ......................................................................................... 164

A Cultural Analysis of Conflict Communicative Strategies: The Case of Selected Bankers in Nairobi ........................................................................................................ 165

Curriculum for Training PCEA Elders for Ministry in the Church .......... 166
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Towards Effective Communication of the Nairobi Stock Exchange:</td>
<td>167</td>
</tr>
<tr>
<td>A Descriptive Survey of the Retail Investor</td>
<td></td>
</tr>
<tr>
<td>Communication Strategies And Conflict Transformation: A Pokot View</td>
<td>168</td>
</tr>
<tr>
<td>of the Efficacy of the Past Cattle-Rustling Conflict Interventions</td>
<td></td>
</tr>
<tr>
<td>Development and Evaluation of an e-courseware prototype, based on the</td>
<td>169</td>
</tr>
<tr>
<td>Interactive Digital Multimedia Communication strategy for the Kenya</td>
<td></td>
</tr>
<tr>
<td>Certificate of Secondary Education (KCSE) curriculum</td>
<td></td>
</tr>
<tr>
<td>The Adoption of Hip Hop Culture by Youth: An Analysis</td>
<td>170</td>
</tr>
<tr>
<td>of Selected Daystar Students</td>
<td></td>
</tr>
<tr>
<td>An Assessment of Children’s Interaction with Television Cartoons:</td>
<td>171</td>
</tr>
<tr>
<td>A Case Study of a Selected Population In Nairobi</td>
<td></td>
</tr>
<tr>
<td>Communication Strategies with Former Street Children: A Case Study</td>
<td>172</td>
</tr>
<tr>
<td>of Mully Children’s Family Homes</td>
<td></td>
</tr>
<tr>
<td>A Needs assessment of Kenyan Widows: A Study of Three Congregations</td>
<td>173</td>
</tr>
<tr>
<td>of Christ is the Answer Ministries, Kenya</td>
<td></td>
</tr>
<tr>
<td>A Study of Links between Communication Strategies and Personal</td>
<td>174</td>
</tr>
<tr>
<td>Insurance Covers Selected Areas in Kenya</td>
<td></td>
</tr>
<tr>
<td>Uses and Gratifications of Cinema-Going: A Case Study of Daystar</td>
<td>175</td>
</tr>
<tr>
<td>University Students</td>
<td></td>
</tr>
<tr>
<td>Communication Audit on the Internal Public of Kenya National Library</td>
<td>176</td>
</tr>
<tr>
<td>Service (KNLS)</td>
<td></td>
</tr>
<tr>
<td>Perceptions of the Roles and Effectiveness of Public Relations by</td>
<td>177</td>
</tr>
<tr>
<td>Internal Publics: An Evaluation of the Nairobi International School of Theology Public Relations Department</td>
<td></td>
</tr>
</tbody>
</table>
EDITORIAL

This document will “provide an opportune window into research being done within the African context ... as a contribution to global scholarship” states Rev. Dr. Marta Bennett in reviewing the work. I could not agree more. Reading through the research that has been conducted, one is impressed by the breadth of interests that are covered.

Growing steadily from studies on evangelism, discipleship and leadership, the students broaden their interests in communication strategies, management, media and development concerns. One can sense the diversification of theoretical persuasions over the years while noting the foundational concerns for which Daystar University has been known for: communication, culture and societal transformation.

Methodologically, the initial strength in the use of survey methods has been complemented by content analysis of media products and experimental designs.

The first phase of the university’s offerings at the Masters level has led the university administration to recommend a review of curriculum and expansion of programmes. It is with this in mind that we present the products of the initial two degree programmes. Interventions from the research has led to the development of new programmes, useable curricula, books and audio tapes for the glory of God and the betterment of society.

The book provides documentation not only of the theses abstracts but also a listing of the key individuals who have been involved in their supervision and consequently in the development of more refined departmental policies and procedures. In a few places such information was not available and we regret the omission. Further, in attempting to reconstruct the history of the department, some theses were also not available in the university holdings.

So as not to reinvent the wheel, read the work and build on it using the technological advances that have become so pervasive.

Prof. Faith G. Nguru
Director
Research, Publications and Consultancy
2005
FOREWORD

The grace of God has been upon us from the beginning. How else would we explain the tremendous growth of Daystar University from a tiny Christian Communication Institute to a fully fledged university with two campuses?

It is through God’s power that from offering a two-year post high school diploma in 1976, the then college in collaboration with Wheaton College, Illinois, USA began offering a two year MA programme, in Communication and, Christian Ministries in 1978.

I wish to congratulate those who graduated from the programme and more so those who returned as Faculty members to become main supervisors of departmental theses: Bob Oehrig, Jane Awiti, Faith Nguru (nee Gathu), Emmanuel Mbennah, May Ondeng, Martha Mbagguss and Rahab Nyaga.

We are pleased to launch this record of Abstracts of all the postgraduate students from 1978 to 2004. These MA Theses Abstracts should be a source of reference for our graduates, faculty, and scholars from other universities and institutions.

We trust that the information will be invaluable to all those who love knowledge - its creation, dissemination, usage and storage.

Rev. Prof. Godfrey Nguru
Vice-Chancellor
The Evangelical Revival in England and Church Planting in Uganda

Author: Twesigye, Emmanuel. 1978.

Supervisor: Herbert V. Kiem, PhD.

ABSTRACT

This study was made in order to show that the Evangelical Revivals in England were directly responsible for the church planting in Uganda though the two countries are separated by a great distance and other numerous physical barriers.

Secondly, the study was also to show that the East African Revival movement which started in Rwanda then part of the Church of Uganda led to church growth in Uganda, Rwanda, parts of Kenya, Tanzania and Zaire through indigenous missionary activity.

Thirdly, the study has shown that revival movements always lead to new warmth for Christ and an irresistible zeal for evangelism and missionary activity.

Lastly, the study shows how the revivalist roving teams of preachers have in modern times evolved into formal evangelistic organizations namely: African Evangelistic Enterprise based in Nairobi and African Enterprise based in Los Angeles, California.
Cultural change and communication of innovations among the pastoral Maasai of Kajiado

Author: Ingule, Frank Oyungu, 1980.

Supervisor: Donald Kendall Smith, PhD.

ABSTRACT

The study found out that:

1. A number of changes are taking place today in the Maasai’s culture including dietary customs, livestock management, socio-political organization, and attitudes toward formal education, arable agriculture, and western clothing. For example, the role set of the warrior group (i.e. Moran) has changed so much that the institution has remained but without most of its former roles. New roles have been adopted.

2. The culture of the Maasai has also been characterized by persistence. Most of the resistance to change has been in the area of political organization where most of the traditional political institutions still exist alongside the modern administrative system. There has been persistence in the negative response to arable agriculture, but part of this resistance may be due to climatic conditions, which do not favor arable agriculture. However, their love for pastoralism is a factor that cannot be ignored.

One of the changes that have taken place among the Maasai has been the introduction of grade cattle of the Lincoln type. This study, focusing on the adoption of grade cattle by the Maasai, revealed that a number of factors influenced this adoption, including the perceived relative superiority of grade cattle over traditional maasai cattle (i.e. production of more meet), their cultural compatibility with the maasai culture, and conclusive ‘success’ experiments that had been performed by the Maasai Rural training Center, which convinced the potential adopters that these cattle were worth adopting.
Examination of the Traditional Social and Moral Values of the Girls of Meru District

Author: Ferry, Marian, 1981.

Supervisor: Stephen Talitwala, PhD.

ABSTRACT

Confidence needs to be established, so that the girls can talk freely. Sex has tended to be treated of as an unmentionable subject. For some, it is considered sinful even to have a boyfriend (24.2%). We must stop regarding any talk on sexuality within the Church as an embarrassment but as a necessary part of helping our girls grow to maturity. “Many young people who have been brought up from within the Church in this country will testify to the fact that many seminars organized for them on a subject like “Love, Marriage and Sex” have always been off-center as it were” The church moralizes, “‘n sex” “sex before marriage is a sin’ and uses too much “Bible bashing without being realistic. The old religious doctrine “Thou shalt not,” “is no longer acceptable to Meru youth they want to understand and know why.

The study recommends that:

1. The church needs to collaborate very closely with the Secondary school teachers.
   a. To help in the teaching of sex education and moral teaching. It is essential for the syllabus being used in the school to be checked by the Church and discussions take place as to how the school and church can work together.
   b. Young people can be very isolated in school, withdrawn from the community, separate from the church. The girls need to feel the interest of the church, the warmth of their fellowship, a sense of belonging. The church needs to help develop a set of values and ethical system as a guide to behavior with friends, family and community.

2. Seminars need to be arranged for boys and girls together so that there can be discussions between sexes. Christian’s instruction in the area of sexuality should have as its goal a balanced understanding of both the facts and their relationship to real life.
An Examination of Three Dimensions of Development Evaluation Process With a Special Focus on Community Process of Evaluation

Author: Kiiru, Macmillan. 1984.

Supervisor: Gordon Mullenix, M.A.

ABSTRACT

This thesis attempts to examine three dimensions of the development process with a special focus on a community process of evaluation.

Firstly an analysis of World Vision International as a Christian development agency has been done in terms of origin, nature, objectives, and its approach to evaluation. Various evaluation models that agencies use have been highlighted against which an integrated model of evaluation is proposed.

Secondly a study of the Biblical perspective of evaluation and its application has been done. The sinful nature of man and the effect of redemption has been highlighted in order to determine important factors which should be considered in any evaluation effort.

Thirdly the results of a community study have been analyzed. Important lessons and recommendations for evaluation have been given. Although the study focuses on the initial phases of a development project within the community, it becomes clear that the process of evaluation must take place during the entire project.

Finally the study has advocated strongly for an integrated, participative, Biblical model of evaluation which is not a periodic activity but a continuing process that is integral to the life of a community.
Abstracts

A Study of the Lotuko Way of Life in a Bid to Establish Strategy for Reaching Them with the Gospel


Supervisor: Robert Primose, PhD.

ABSTRACT

The problem that prompted this study was the identification of the fact that the Lotuko people were largely unevangelized and therefore it was necessary to find strategies to reach them with the Gospel message. This was important in relation to the fulfillment of Jesus’ Commission to His followers to preach the Gospel to all nations. The purpose for this study, therefore, was to make a survey of the total way of life of the Lotuko people in order to arrive at viable means for effective communication.

To deal with this problem the author lived among the Lotuko people for a period of over a year. This was to enable her to observe the people in their annual cycle and to participate in their life by living with them. She gathered her data through participant observation, and through informants and interpreters. The latter category consisted of men and women of various ages and with various experiences, school children and University students and colleagues who were studying the people at that time.

The chief features of the society that were highlighted included the social organization, the governing structures and the communication model. These covered the history, the socio-cultural and economic structures, the religious beliefs and world view, the traditional and non-traditional authorities and the subject of death, marriage and other traditional activities of the people.
The African Missionary and His Contribution to Missions

Author: Ayee, Emmanuel Seth Armah, 1985.

Supervisor: Godfrey Nguru, EdD.

ABSTRACT

Over the past twenty-five or thirty years there has been a growing response by African Christians to missionary work. This has resulted in the emergence of several indigenous African mission agencies who are recruiting, training and deploying African Christians as cross-cultural missionaries to unreached people groups all over the continent. Contemporary African Christian missionaries were proceeded by many individual African pioneer missionaries who gave their lives to the noble task of evangelism and church planting among unreached people groups. Their contribution to missions in Africa is immense although very little documentary evidence exists revealing their activities.

My purpose in undertaking this project therefore is to identify, describe and analyze present mission activities and trends among Protestant African Christian missionaries. I also seek to write profiles on some of these missionaries focusing among other things on the people group they work with and the type of cross-cultural ministry they are involved in.
A Communication Strategy for Community Development in Saradidi Area, Siaya District, Malaria and Nutrition as Examples

Author: Kaseje, Margaret A. 1985.

Supervisor: Robert Primose, PhD.

ABSTRACT

This paper examines the communication aspect of a community based development project, incorporating health and agriculture. An attempt is made to define an appropriate communication approach specifically for the Saradidi Project by using the findings of surveys the author carried out at the Project. These surveys were accomplished over a period of one year.

Communication as it relates to rural development is discussed. Information plays an important role in the improvement of standards of living of rural people. It has, however, been apparent in developmental activities that information alone will not change the basic living conditions of those who greatly depend on a subsistence economy. The information given to them needs to be conveyed in appropriate ways in order to achieve the desired changes in attitude and practice.

Communication and community participation is also examined and the proposal made that the community and its resources are important. The utilization of these resources determines the long-term success of any programme that involves changes in people’s attitudes. Use of community resources offers alternatives that utilise simple measures, are low cost and ensure long-lasting impact among the people themselves.

The participation of the people invariably means a closer examination of how simple health and agricultural ideas can be effectively communicated to those who need to improve their living conditions through changed attitudes and practices. The ideas presented as well as the methods used need to be culturally appropriate in order for the innovations to be accepted. Development of the people will occur when needed resources and relevant information are available for making decisions and taking appropriate actions.

This study attempts to find out the most appropriate communication strategy for conveying concepts in the areas of malnutrition and malaria which are the major problems in Saradidi area. Key concepts in malaria and malnutrition are examined with the aim of improving on approaches used in dissemination of knowledge in the Project.

The study outlines the need for a more efficient system of information flow in which the people of Saradidi not only have access to needed services in health and agriculture but also have the necessary information to make use of these services.
An Approval of Nairobi Baptist Church Sunday School Programme


Supervisor: David Dunkerton, M.A.

ABSTRACT

This is a report of an internship project which sought to conduct an appraisal of Nairobi Baptist Church Sunday school Programme to ascertain whether it has achieved desired aims and objectives. The report and recommendation therein are expected to help the church in her endeavor to attain the desired purpose for her Sunday School Programme. In arriving at this, several instruments were utilized including questionnaires, observation schedules, interviews, personal experience in teaching Sunday school and an analysis of the Sunday school teaching materials.

In the course of the appraisal it was found out that Nairobi Baptist Church has an active Sunday school programme which is seen as an important facet of the total church programme. The department has a structured administrative organization and there is a commendable use of appropriate teaching materials. Several recommendations were made in order to improve the Sunday school programme amongst which are, the writing of aims and objectives for the programme, formulation of guidelines for choosing Sunday school leaders, and a delineation of their responsibilities as well as the need for more Sunday school teachers’ development programmes.
The Social Communication Networks of the Pastoral Pokot of Kacheliba Division (West Pokot District): Implications for Christian Outreach


Supervisor: Larry Niemyer, PhD.

ABSTRACT

The effective communication of the Gospel in the context of the pastoral Pokot of Kacheliba Division, West Pokot District, is the main concern of this study.

The Pastoral Pokot are still largely unevangelized to date despite their exposure to the Gospel for more than fifty years. The church should not despair and blame this poor response to Christianity on the people’s conservativeness or utter resistance to change, but rather, it should seek ways and means of effectively penetrating the social organization of these people and reaching them in their own existing traditional communication networks. The author believes that the social organization of the Pastoral Pokot, including opinion leadership, needs to be explored as an important point of entry into the receptors’ traditional communication systems.

In this study the Pokot people, their environment and social organization have been described in some detail. The theoretical basis of the study and traditional Pokot communication networks have also been explored. The findings on the social communication networks uncovered the possible avenues within the Pokot social organization for Gospel communication and it was felt that this needed to be utilized by the Christian churches to reach the target audience.

There are distinct sources and channels of information recognized by all members of the society. The elder’s court (kokwo) is the focal point for most information and all married men in a village are members of that court. Thus, they are the opinion leaders. There are also very distinct associations based on sex, age, and other common interests. These are important communication channels. For example, the women and children do not interact much with the men and form associations of their own, so they could be reached separately in the villages where they spend most of their time.

The author recommends an incarnational approach in presenting the Gospel which involves total commitment and sacrifice on the part of the communicator. Some simple and practical suggestions are made on the basis of observations made on the social organization of the Pastoral Pokot, and are recommended to the church for adoption. For example, worship should not necessarily take place in a formal church building or at a fixed times, but should be determined by the people’s schedule, and at convenient venues and time.
A Strategy of Persuasive Communication for Campus Evangelism Among Bukavu I.S.P. Students (Zaire)

Author: Kibasomba Man-Byemba, Roger, 1985.

Supervisor: Robert Primrose, PhD.

ABSTRACT

A year ago, when we were invited to submit the proposal of this thesis, we immediately realized that it was a good occasion for expressing and defending our ideas about how to evangelize an African campus audience.

We chose the Bukavu University College (I.S.P – Bukavu), a school teachers’ training campus owned by the government. As a native Faculty member, we thought that we could easily reach or help other influential Christian workers to reach this particular portion of the Zairean community. We decided to examine how to integrate the Gospel message into the life of our people through such an institution. This question motivated us to think of devising a strategy of persuasive communication for campus evangelism among the Bukavu I.S.P students.

This study is an attempt to improve the traditional practice of evangelizing in educational institutions in Zaire. The practice started when the country was opened to the outside Western world (see Bayly 1966; Kasongo 1975; Kitchen 1962, 1967; Vansina 1966; Willane 1968; Zaire 1979).

The analysis of this strategy discusses the definition of the mission (chapter three); the description of the people (chapter four); a brief inventory of the force for evangelization (chapter five); and the statement of means and methods (chapter six). At the end, we sum up our observations and suggestions.

We suggested five possible communication principles which would allow the evangelist at Bukavu to become more persuasive. These principles are: 1) Communicate meaning 2) Dispose first of all, then stimulate. 3) Maintain high source credibility. 4) Work with the audience as individuals. 5) Focus on time-oriented teachings. The five principles refer to the meaning of the message content, the disposition-stimulation attitude, the source credibility, the interpersonal interaction and the orientation of the teachings.

The strategy aims at developing multiplicational discipleship. We hope that one can carry out this evangelistic mission successfully by organizing and mobilizing local resources first within the campus (Independent Discipleship Ministry) then around the campus (Chaplainship Institution).

Data sustaining our argumentations were collected through library research and participant observation.
The Toposa Culture and the Communication of the Gospel

Author: Kitonga, David M. 1985.

Supervisor: Julius Murikwa, PhD.

ABSTRACT

The thesis of this study purports that effective communication of the gospel takes place when the Christian message and the communicative methods are adapted to the hearers' culture. People properly associate true meanings with the message, as intended by the communicator, when the message is packaged in familiar and natural forms and means of communications. Such communicative channels are found in people's own culture. God disclosed Himself to the Hebrew people through their own culture and language. He also participated in human culture by becoming man so as to communicate Himself properly, accurately and naturally to man, in man's own terms of understanding.

Effective communication is likely to be precluded when the gospel is presented in foreign and less natural ways of thinking. There is also a possibility of the danger of syncretism and paternalism when the gospel is presented in alien forms of communication in which the cultural context is overlooked or ignored.

The Toposa culture in this study is described in some details. First, the study presents the Toposa Worldview, Social Organization, Economic system, Enculturation and the Traditional Communication System. Then the ways of communicating the gospel to the Toposa, within their cultural contexts, are explored. The Toposa cultural background is assessed, on the biblical teaching, to find their spiritual situation. The study draws some conclusions on the theological estimate of the Toposa. Some ways are presented on how to introduce the Toposa, as illiterates, to the gospel. Also some aspects of the Old and New Testaments are used to show how the message of Christ can be bridged to the Toposa.

The study provides a communication strategy, a step-by-step approach which can be used by a new missionary to the Toposa people. The strategy proposes some preparations (requirements) for western missionaries. Some preparations for African missionaries are also proposed.
Monitoring Assistance Programs: Guidelines for Developing Christian Nationals’ Reporting and Evaluation Procedures in East Africa


Supervisor: Robert Hess, PhD.

ABSTRACT

This study was undertaken to develop practical reporting and evaluation guidelines for selected assistance programs in East Africa. The assistance programs were cooperative arrangements in which a North American sponsoring agency provided financial aid to autonomous Christian ministries in East Africa. The purpose of the research was to improve the flow of relevant information between the sponsoring agency and the ministries it assists. The effectiveness of cooperation between two autonomous partners largely rests in the appropriateness and reliability of shared information. The basic mechanism for sharing information is the function of monitoring. Therefore, the problem of the study was to prescribe how the sponsoring agency may obtain useful, dependable, low-cost evaluations of the assistance programs.

The focus of the study was on identifying and describing principles and guidelines for developing monitoring systems, drawing from the field of program evaluation on an academic level and from currently active assistance programs on a practical level. Exploratory research utilizing agency and client documents and records, an open-ended interview schedule, and participant observation was carried out with the sponsoring agency, and its related ministries in East Africa. Data were collected through these three methods over a period of fifteen months. Lessons about program monitoring were then drawn from the analysis, first, of client data, second, of agency data, and finally from a correlation of both sources. In the final recommendations lessons from the literature and the field research were combined, providing a framework for implementing more effective program monitoring.
Adult Bible Study in AIC Kenya: An Investigation for it’s Omission by Most AIC Churches and Ways to Correct this Omission


Supervisor: Robert Hess, PhD.

ABSTRACT

In this thesis the author contends that it is indispensable to know and fully understand the context of AIC Kenya, and the reasons for adult Bible studies having been left out in many of its churches before an unbiased assessment of the practice can be made and workable solutions suggested. The context addresses certain vital assumptions relating to adults in the church.

The assumptions are: Adult education in the church through Bible studies, is a priority for each local church. The Bible emphatically points to the role and responsibility of each adult believer which necessitates adult education in the local church. Many Christians have written and spoken committedly about adult education in the local churches. However, the AIC Kenya has a weakness in the adult Bible studies in many of its local churches, caused by being preoccupied with the work of children and youth at the expense of ministry to adults. Several causes leading to this failure are: lack of priorities, preparation of competent leadership, lack of culturally relevant materials - books and teaching aids.

This thesis has five chapters. Chapter one deals with the instruction, addressing: problem definition, purpose of study, importance of the Bible Study, research questions, theoretical base, definition of terms and limitations. Chapter two deals with review of literature, covering such topics as theoretical base, values of adult education and key issues in adult education. Chapter three deals with methodology, including: data collection, questionnaires and their answers and interviews. Chapter four summarizes findings of questionnaires and interviews. Chapter five covers summary recommendations and conclusion.
Towards a Contextualized Christianity Among the Ewes of South-East Ghana

Author: Ayee, Alberta Ama, 1986.

Supervisor: Larry Niemeyer, PhD

ABSTRACT

The Ewe-speaking people who occupy the south-eastern part of Ghana, southern Togo and parts of Benin, are a patrilineal society who regard Oyo and Ketu in Yoruba land (in Nigeria) as the principle centres from which they migrated several centuries ago.

German missionaries were the first people to bring Christianity to the Ewes of Ghana. Their first mission station was opened at Peki on 14th October, 1847. However, difficulties they encountered in the area forced them to found a second station along the littoral at Keta on 3rd September, 1853. German traders and other European merchants came after the missionaries and traded extensively with the Ewes. Keta therefore became an important sea port.

The missionaries won many Ewe converts who were subsequently baptized into the church. Unfortunately, most of the converts were drawn to Christianity because they saw its acceptance as a sign of becoming ‘civilized.’ On the other hand, the missionaries failed to study thoroughly and understand the Ewe worldview in order to identify the needs of the people and then communicate the Gospel in a relevant way. Several people joined the church without understanding the Gospel and its implications and relevance for everyday life. Christianity was therefore not truly contextualized in Ewe society.

My purpose in undertaking this thesis is to study some aspects of Ewe worldview with particular focus on beliefs, in order to suggest ways of contextualizing Christianity among the Ewes of South-eastern Ghana.

The scope of my project covers the follows areas: migration history of the west, sub-ethnic groups among the Ewes; a description of Ewe worldview; brief history of the evangelistic work of the North German Missionary Society among the Anlo Ewes; the early missionary approach to contextualizing Christianity among the Anlo Ewes and a proposed model for contextualizing Christianity today.

Worldview lies at the heart of every culture. It deals with the way people see reality. Respondents in any culture therefore decode messages within the framework of this reality which they consider to be valid for them.

To effectively contextualize Christianity we must study and understand the worldview of a people. Some of the central questions which were considered in this thesis include: What concepts do Ewes have about the Supreme Being and the supernatural world in general? How does the ancestor cult operate among the Ewes? How can Christianity be contextualized among the Ewes?
Preparing Anglican Church Girls for Church Leadership in Nigeria Through Servant-Leader Model

Author: Ikele, Victoria. 1986.

Supervisor: Julius K. Murikwa, PhD.

ABSTRACT

Command model of leadership is generally used in African tradition. The organizational structure of Church of Nigeria like other episcopalian churches tends toward command model. It could be that the command model might have influenced girls who are in leadership position to maltreat the led. But there is an alternative model of leadership which Christ himself taught and used. The model which is servant-leader model is being proposed by the writer of this paper as suitable for preparing Anglican church girls in Nigeria for leadership among themselves.

The research question is whether girls are prepared for church leadership through servant model. In order to answer this question, the writer uses basically library research as well as her experiences. The available literature reviewed suggests that girls are not prepared for servant leadership. The limitation of the literature review is caused by lack of any relevant literature written by Africans or westerners with African background. However, the writer accepts some of the views of western authors concerning servant-leader model as relevant to Nigeria because their principles are Christ-centered. And Christ-centered principles are applicable in every culture.

In her assumptions, the writer acknowledges the already existing model of leadership which is command model. But she assumes that only servant-leader model, which is Christ-centered, could be used for preparing girls for church leadership among themselves. That will help them to become Christ-centered leaders.

The writer proposes four strategies which could be used for the preparation. These are fellowship, camps/retreats, Apprenticeship and classes. She adopts these strategies following the principle of Unique Solution Strategy.

The writer in her recommendations suggests that the diocese of Niger adopts all four strategies in preparing her girls. The resource persons who will be involved in the preparation should be practicing servant-leadership themselves. The writer further recommends that the diocesan cultural issues committee should study this paper and take care of any possible conflict with Igbo culture before adopting the model.
Inter-Personal Communication Problems of the Pastorate: A Study of Church of the Province of Kenya Pastors in the City of Nairobi

Author: Ikele, Isaac. 1986.

Supervisor: Robert Primose, PhD.

ABSTRACT

As a rapidly developing city in Kenya, Nairobi has changed drastically politically, economically, and intellectually since Kenya’s independence in 1963. For this reason the inter-personal communication problems of Church of the Province of Kenya pastors need to be learned in order to sensitize them toward improving their inter-personal communication within their ministry.

But lack of training in inter-personal communication makes it difficult for the C.P.K. pastors to identify and handle effectively inter-personal communication problems in their parish ministry. This study therefore aims at learning from the C.P.K. pastors who are in full time ministry what inter-personal communication problems they perceive themselves as having. The theoretical basis of this study lies on four theories of cognitive consistency. These theories are: Heider’s Balance Theory; Newcomb’s Symmetry Theory; Osgood and Tannebaum’s Cognitive Theory; and Festinger’s Theory of Cognitive Dissonance.

However, Festinger’s Theory of Cognitive Dissonance seems more applicable in data analysis than the other three. The three subject areas investigated include ethos, coping with conflict and feedback. The study was preceded by a pilot study through which the writer was able to gather useful information for formulation of questions he used for his field work. The questions are in two parts. Part I deals with demographic data while Part II deals with communication, especially inter-personal communication in relation to the three subject areas. This Part II questions serve as the main questions for analysis using from the demographic data variables of education, years of service and biological age.
A Strategy to Assist the African Christian Change-Agent in the Dissemination of Information and Education in Population Problems and Family Planning Activities.


Supervisor: Robert Primrose, PhD.

ABSTRACT

Family planning and population related problems today are among the most urgent issues in the world. Given the problem Christian change-agents face in communicating matters related to population problems (hunger, poverty, disease, etc), and fertility control, the purpose of this paper, was to develop a communication strategy for Christian change-agents helpful to disseminate information and education related to the issue.

The research methodology was dependent on data and knowledge collected through library work, informal talking to Christians, and the author’s personal work experience in the past.

The study altogether comprises four chapters. Matters discussed in chapter one are background of the study including causes of the rapid increase of Africa’s population, in relation to the cause of world population growth rate, and the problems that followed (starvation, unemployment, prostitution, etc). Importance of the study is also discussed in this section.

Chapter two, which is divided into subsections discusses the sources of ethical issues. The views of both Catholics and Protestants to fertility control, and the relationships among population, and socio-economic development, food and health services. It is noted that fertility control is not a new idea to humanity and that many less reliable methods have been used for thousands of years.

This chapter inventories and analyses the ideas with which a change-agent would have to deal in this area. The ethical views in relation to the use of different methods of fertility control are discussed. The idea of fertility control in the sight of God, whether Christians should use fertility control methods, and what responsible parenthood means, are discussed in the analysis.

The main focus of this study was to develop a Christian strategy (chapter 3), helpful towards human welfare, for use by Christian change-agents in their concern for fertility control. In view of this Zaltman and Duncan’s four types of strategies were seen as useful to this purpose, and are suggested by the author to be used by Christian change-agents.
A Study of Fundraising practices in selected parachurch organizations in Nairobi


Supervisor: Donna Downes, M.A.

ABSTRACT

Parachurch organizations, be they Western or African need money to carry on their ministries. Historically, the West began and funded parachurch organizations in the third world, but Africans wanted to begin solving their own problems, hence, the emergence of third world parachurch organizations and the need for them to raise funds locally.

The parachurch organizations of the West have developed their fundraising practices over time and have gathered together generally accepted fundraising principles and practices which they have available to guide their work. African parachurch organizations, however, are yet to have the experience, tradition or resources to do the same even though they continue to face increasing demand for their services and ministries.

This thesis looks at the practices of fundraising in sampled parachurch organizations led by African and headquarter in Nairobi, Kenya. First, the research looks at whether any fundraising is being done locally. Second, it looks at the methods which have been used in local fundraising. And, third, from the data collected, some suggestions have been made to help the parachurch organization become more effective in raising funds.

Although the results showed that some parachurch organizations have begun local fundraising, there are very few who raise all their funds locally; indeed, the local effort is very small and needs much encouragement and assistance. It is hoped that the information and suggestions which are contained in this thesis would help give that encouragement and assistance and help parachurch organizations in Nairobi, Kenya, and in other countries in Africa to be more effective in their local fundraising.
Guidelines Towards Achieving a More Effective Use of Christian Periodicals For Communication in East Africa: A Case Study of the Lengo Newspaper in Tanzania

Author: Kawuma, Fredrick Mulalira. 1987.

Supervisor: Donna Downes, M.A.

ABSTRACT

The thesis develops a framework for analysis and evaluation of the performance of periodicals in the communication process, with particular attention to Christian periodicals in East Africa. The study attempts to identify the key variables that contribute to effectiveness in the use of periodicals through a case study approach (of one Christian publication, coupled with supplemental interviews of four other Christian publishers), and a review of literature from communication theory and strategy. Thus, a framework is developed for highlighting the challenges and opportunities Christian publishers face.

This thesis does not, as it were, try to provide a set of answers to all questions in the publishing of Christian periodicals. However, it provides insight into the decision-making process in the development and implementation of communication strategies for the use of the medium.

The basis for the study is the increasing importance and use of the mass media in Africa, and the fact that the print media can be, and has been useful in inducing social and political changes. It highlights the need for the church to develop effective strategies for the use of periodicals. It introduces one Christian newspaper, Lengo, published in Tanzania, the role it attempts to play in the Tanzania society, and how it was used as the major focus of this study.

Attempt is made, to relate communication theory to the use and performance of periodicals, and need is stressed for their careful and strategic use, in order to make an impact on the readers. The thesis also discusses the need for evaluation of a periodical’s adherence to editorial policy and effectiveness in achieving the stated communication objectives.

A major part of the methodology used is the content analysis of the Lengo newspaper, and other parts are the Lengo readership survey, and a cursory examination of four selected Christian publishers from Kenya and Uganda. Significantly, a major limitation of this thesis stems from the clientele nature of the Lengo evaluation, having been primarily geared to meeting the interests of a client, the World Association for Christian Communication (WACC).
Abstracts

Your Marriage and Family: A Christian Response to the Issues Relating to Marriage and Family among the Kenyan Elite


Supervisor: Godfrey Nguru, EdD.

ABSTRACT

Your Marriage and Family is written to respond to the issues relating to marriage and family among the African elite of Kenya. It is my viewpoint as an African Christian who is grappling in a web of cultural conflict. That this web consists of the strong traditional culture and the preaching of Judeo-Christian values. I will attempt to contextualize the biblical principles governing marriage and family with the hope of making these principles relevant to the reader who belongs to all three worlds.
A Study of Factors Accompanying Spread of Islam Among the Agikuyu of Central Province of Kenya in the Light of the Challenges this Poses to Christianity

Author: Wanda, Silas N. 1987.

Supervisor: Robert Primrose, PhD.

ABSTRACT

This study seeks to answer the question as to what factors have accompanied the spread of Islam among the Gikuyu of Central Province and the challenge this poses on Christianity. Due to absence of written material on Islam among the Gikuyu, the study was conducted mainly through interview of Muslim leaders and selected Christian leaders in all centres with Muslim communities. It also included personal observations by the author and some library research. The project was undertaken between 1985 and 1986 and the interviews concerned the period between 1900 and 1986.

The study estimates Christian and Muslim population as 85% to 5% respectively. No data on actual figures was available. The Christian majority observed to be due to missionaries who established schools, hospitals and churches. Muslims live in town centres of Karai, Thika, Maragua, Murang’a, Sagana, Kutus, and Nyeri, with few families in rural areas.

The Religion of Islam was understood to proclaim a universal message based on the Quran and the teachings of Muhammad. All Muslim affairs are purportedly guided by that message. The Gikuyu culture and practices recognise the only God, Ngai, whose meaning is broadened when Islam interacts with Gikuyu.

Thweri (the Muslim of Bantu and Arab origin, or sometimes through intermarriage, Islamized Gikuyu) were the first Muslims among the Gikuyu, whose advent coincided with Western enterprises. They were followed by Asians, Arabs and Somalis but not many of these Muslim groups played an active role in preaching Islam in the early period, while Christian missionaries actively converted Gikuyu.
Relationship Patterns for Evangelization Among Ildamat Maasai Men of the Church of Christ


Supervisor: Robert Primrose, PhD.

ABSTRACT

This study attempted to identify relationships that contribute to evangelization among men of the Ildamat Maasai Church of Christ. These relationships may contribute to evangelization of other Maasai. Care must be taken in applying findings of this study to other situations because of the small population of this study and its limitation to Ildamat Maasai.

Four categories of relationship, all of which are universal to traditional Maasai society were investigated: descent, marriage, age-set, and stock-bond relationship.

Thirty-three of 39 adult male members of the Ildamat Maasai Church of Christ (all of those residing in Ildamat territory in January, 1988) were interviewed by the author. Respondents were asked who most helped them to believe in Jesus and what relationships existed between them and that person. They were then asked to evaluate the difficulty of witnessing to a list of relations. Finally, they were asked whether they actually had witnessed to that relation.

Witnessing difficulty and witnessing performance data were compared by assigning a numerical value to witnessing difficulty and comparing the average of that value for each relationship with the percentage of men having actually witnessed to that relation. Successful evangelization data relating to who most influenced the respondents to accept Christ was cross-tabulated and compared for different groups of respondents.

It was found that membership in the same age-set contributes to ease of evangelization, especially among more traditional, non-schooled and older respondents. Witnessing was reported to be easier from male to female, from older to younger or within the same age-set, and from wealthier to those of equal or less wealth. There was a strong negative relation between the stated difficulty of witnessing to a given relation and the likelihood of the respondent having witnessed to that relation. Respondents exposed to more social change were more likely to be influenced by wealthier and older men. Those who had been to school were more likely to be influenced by wealthier, older men, and men of the same family. Those who had not been schooled or had less exposure to social change were more likely to be influenced by age-set members of about equal wealth.
A Study of the Support Networks of Kenyan Nuclear Families in the Urban Churches in Nairobi of the Africa Inland Church

Author: Berry, Edith. 1989.

Supervisor: David Dunkerton, M.A.

ABSTRACT

The support network of families in urban Africa Inland Churches in Nairobi was studied through responses concerning to whom individuals in those churches would go in case of certain family difficulties, in areas like parenting, communication, extended family, finances, and sexual intimacy. The various effects of the process of urbanization on the structure of the family, specifically on the relationship between nuclear and extended family, were examined in literature. Focused groups were held to ascertain what were some of the specific difficulties that are being faced. A survey was then carried out in seven Nairobi A.I.C. churches to determine to whom the respondents in these churches went for help or advice for these difficulties, which were given to them on a questionnaire.

It was found that the extended family are still considered to be a source of support, though not a primary one, in areas such as the relationship between husband and wife, and some household responsibilities. For most areas of family life, especially parenting, the respondents chose to handle the difficulty themselves, or with their spouses, indicating a high level of autonomy of the nuclear family. Church leaders were the outside source of support chosen more than any other, though a portion did choose friends or neighbours, or professional helpers for many of the problems. Church leaders need therefore to examine programs and to receive the training needed to prepare them to meet the needs of urban families.
English Bemba Dictionary

Author: Niemeyer, Judy. 1989.

Supervisor: R. Edward Loving, M.A.

ABSTRACT

The *White Father’s Bemba-English Dictionary* (1954) has long been a valuable tool for missionaries engaged in cross-cultural ministries to the Bemba people of northern Zambia. It is a veritable gold mine of lexical, cultural, historical and linguistic information of vital interest to serious students of the Bemba language and culture. Much of that information is virtually inaccessible to non-native speakers of Bemba. The primary objective of the thesis project is the production of a reversal of the *White Father’s Bemba-English Dictionary* which can be used both as an index to the information in that volume and as a tool for more effective communication of the Gospel message to the Bemba people. The English-Bemba dictionary provides a tool for locating the precise vocabulary needed for translation or the generation of written and oral communication in the Bemba context.

Two basic procedures were employed in the reversal project. The first phase of the reversal was a hand-written mechanical reversal of entries found in the White Father’s dictionary. Approximately two-thirds of the data was reversed in this way. The last third of the dictionary was reversed with the assistance of a computer-generated dictionary reversal program developed by Jungle Aviation and Radio Services (JAARS) and refined by the Summer Institute of Linguistics (SIL). The hand-written data was entered into a computer data-base and merged with the computer print-outs from phase two. The merged data was formatted, carefully checked, and proof-read before the final printing.

The final product is a 687 page dictionary with approximately 7,500 English entries.
God’s Plan for Giving Tithes and Offerings

Author: Clair, James R. 1990.

Supervisor: Robert Primrose PhD.

ABSTRACT

The goal the author set out to accomplish in this creative project was to produce a series of teachings which evangelical churches in developing countries can utilize in teaching their members God’s plan for giving tithes and offerings. The result has been the writing of a workbook in manuscript form entitled God’s Plan for Giving Tithes and Offering. The book consists of fifteen lessons divided into three parts, the main topics being stewardship, tithing, and giving. In part one the reader will study the following five lessons: (1) We give what belongs to God; (2) We do not own anything ourselves; (3) We are stewards, not owners; (4) We have responsibilities before God; and (5) We will be held accountable. In the last part of the workbook the lessons cover (1) what to give; (2) uses of tithes and offerings; (3) giving as a way out of poverty; (4) giving as an act of faith; and (5) living to give.

From his experience in Africa, the author has concluded that a great number of problems faced by churches directly stem from not having adequate finances to carry out the Lord’s work. The reason for this lack of finances is largely that the people are not following God’s plan of giving as taught in the Bible, which requires that Christians give to God at least ten percent of whatever they receive. The author is of the persuasion that on the whole churches have neglected to teach what the Word of God says concerning tithes and offerings, and that churches will never be self-supporting until they make a concentrated effort to teaching their people scriptural giving. Teaching the truth alone does not guarantee good results; but anything else which neglects God’s Word is bound to fall. Teaching is the starting point.

The book has been written out of the depth of the author’s fourteen years of ministry in Africa, much of which has been taken up with teaching and preaching on the subject. Supplementing this experience was a survey he took in Kenya and Uganda on attitudes about giving held by pastors and church members, where the most often cited reason why Christians fail to give tithes was “a lack of proper teaching”.
Evaluation of the Harvest Unit

Author: Dunham, Vienna. 1990.

Supervisor: Bob Oehrig, M.A.

ABSTRACT

In Africa, there are at least 3,200 unreached people groups, many of whom are pre-literate. If one of the current world-wide goals of the Church - to establish “a church for every people by the year 2000” - is to be accomplished, new strategies for reaching pre-literates must be developed. The Harvester Project has introduced a new media tool with this purpose in mind. The project centers around a portable audio-visual hardware unit (including microfiche projector and audio cassette player) and a software package (composed of selected frames from the “Jesus” film and recorded Scriptures from Luke). Harvester personnel have sought extensive testing of the Unit among various audiences through the Research Department of Daystar University College. This study provides one component of the larger study, as conducted among rural, pre-literate Maasai.

Three methods of presentation of the Harvester Life of Christ materials were tested for cognitive and affective impact on the audience. They were:
1. One presentation only;
2. Two presentations on consecutive nights;
3. One presentation accompanied by a verbal explanation given by the presenter.

One rural segmentation of the audience for comparison of results was by amount of exposure to Christian teaching. This was accomplished by drawing samples from two locations - one with consistent Christian teaching for eight months, and one with no regular Christian teaching. Other variables for cross-tabulation of results were: age, sex, conversion, and exposure to the Campus Crusade “Jesus” film.
A Self Guide for Teaching Counseling in the A.I.C.T Bible College

Author: Majige, Zakayo Mayala. 1990.

Supervisor: Jane Awiti, M.A.

ABSTRACT

The aim of this creative project is to create a Self Guide for Teaching Counseling in the Africa Inland Church, Tanzania Bible colleges, training students to minister among the Wasukuma people.

The writer believes that counseling should meet the very deep, felt needs of the counselee, and, therefore, he conducted a survey research to determine the nature of counseling needed for Wasukuma Christians. To further understand these felt needs the writer examined the worldview and society of the Wasukuma people.

On the basis of this research and study the author has developed a model of counseling which is based on the core belief of the Wasukuma people: Every problem must be interpreted religiously. In order to counsel effectively the counselor must know the “cause” beyond the “cause”; causes which will lead the counselor into the realm of witch, ancestor and spirits.
A Management Evaluation of the Marketing and Distribution Function of the Bible Societies in the Africa Region

Author: Munyabarame, Evariste. 1990.

Supervisor: Donna Downes, M.A.

ABSTRACT

The purpose of this study was to explore the views of Bible Society management personnel about the marketing and distribution function in their countries in an attempt to identify and analyze the various factors that may impact the effective distribution of Scriptures in the Africa Region.

The Bible Societies of the Africa Region had difficulties over the past decade to achieve their planned targets in Scripture distribution. This fact prompted this researcher, as a newly appointed Distribution Consultant in the African Region, to desire to probe more deeply regarding this issue in this research.

For this project then, a mail survey was conducted among key Bible Society personnel in the 34 “societies” and “offices” of the Africa Region. More specifically, 123 respondents were surveyed comprising Chairpersons, General Secretaries, Distribution Officers, and Translation Consultants - the key people responsible for decision making regarding distribution in national Bible Societies. Also surveyed were ten Regional Centre Consultants. The 73.1% response rate achieved included 80 responses from Bible Societies and 10 from the Regional Center.

The research showed among other things: 1) most of the Chairpersons and Translation Consultants lacked enough knowledge of the marketing and distribution function, information on goals achieved and products available in the local national Bible Societies to be able to perform effectively the distribution task; 2) inaccurate setting of the distribution budgets; 3) training need in marketing and distribution; 4) differences in opinion and approach between the Regional Center Consultants and the national Bible Societies; 5) lack of sufficient local production of Scriptures; and 6) insufficient products in various languages used by churches in preaching and teaching to penetrate the potential market.
Christian Ministries Offered to the Students of Kenyatta and Nairobi Universities


Supervisor: Donna Downes, M.A.

ABSTRACT

Educational institutions are mushrooming all over the continent of Africa. Kenya in particular, has experienced a very rapid growth in the number of public universities from one campus in 1963 to 16 campuses in 1991.

The thousands of students on these campuses pose a challenge to the country’s Christian leadership. Are the students going to be exposed to adequate Christian influence that will change their lives deeply enough for the challenges of moral and social development facing Africa?

The purpose of this study was to identify, describe and evaluate Christian ministries being offered among students of two of Kenya’s public universities. Kenyatta and Nairobi universities were chosen because they are the oldest and largest and have a lengthy history of involvement with Christian organizations. They are also fairly representative of the newer universities.

First, this thesis has produced a Directory of 11 Christian organizations and 3 chaplaincies which are formally systematically running a number of programmes and activities on the University of Nairobi and Kenyatta University campuses.

Second, using descriptive survey methods, the study (done between 1990 and 1991), has gathered demographic and attitudinal data from 22 Christian workers and 400 students. The results showed the ratio of Christian workers to students is approximately 1:1000. Of the sampled students 91.46% said that they are Christians and the most popular Christian activities attended are the weekly large group worship services which are attended by 60% of the sampled students. In fact, about 75% of the students surveyed reported taking part in some Christian activities, most of them at weekly worship services. On the other hand, 60% rarely or never attend small group Bible study and prayer meetings.

Although the students Christian worker relationship is good, the level of knowledge of the chaplains’ and the Christian workers’ activities is minimal and very few personalized small group or individual counseling or discipleship ties are maintained. Funding of the ministries is a major problem that the Christian workers face along with the fact that little or no ongoing evaluation is done to determine organizations’ effectiveness in meeting goals and objectives as well as students’ needs.
A Study of The Role Christian Parents Play in the Christian Education of Their Children.

Author: Kiswii, Elizabeth. 1991.

Supervisor: Lois Semenye, M.A.

ABSTRACT

The purpose of this study was to explore the role of parents in the Christian Education of their children and to provide information that would help the Church enhance the relationship among the Church, the home and Christian Education. The sample population for this study was drawn from the Nairobi Baptist Church and consisted of 277 parents.

For some time the Sunday School leadership of the Nairobi Baptist Church had been concerned about the Sunday School and the relationship between the Christian Education programme and the home. This expressed concern prompted the interest in this study.

For this study a modified case study combined with survey and structured observations formed the research method used. The survey was done in May 1990. Among other things the research showed:

1. The majority of parents who answered the questionnaire were women.
2. The majority of parents were aged 29 plus.
3. The majority of children attend Sunday School at least three times a month.
4. Most parents were of the view that children should be asked to make a commitment to Christ.
5. The Sunday school experience appears to be valuable in the moral and spiritual development of children.
6. Most parents indicated that children who attend Sunday School are easier to live with.
7. Sunday school helped parents by facilitating communication within the family.
8. Sunday school teachers should be trained.
9. The take-home leaflets were useful.
10. Parents would like to see a family worship in the Church
11. Parents are aware that the Church and the home are partners in the Christian Education of children.

This research has gathered information which will be useful to the Nairobi Baptist Church Sunday School as that Church seeks to enhance the Christian Education program.
Abstracts

Developing a Communications Department Structure for a Diocese in the Church of Uganda (Anglican)


Supervisor: Donna R. Downes, M.A.

ABSTRACT

This study was undertaken to explore the communication structure practiced in the Church of Uganda and the Church of the Province of Kenya with the view of drawing up guidelines for any diocese in Uganda that may need assistance in the development of its own communication structure. This researcher proposed that the Church needs to plan its communications to its audiences in order to be effective in ministering to them. Three main reasons were put forward to back that proposition:

1. Biblically, the Church needs planned communications to be obeying the Lord’s command of “going” and “teaching” all nations.
2. Management-wise, the Church needs planned communications to succeed as an organization.
3. Communication-wise, the Church needs planned communications to be satisfying the individual and unique needs of the many publics it serves.

The approach used in this study was a case study of selected dioceses, eleven in Uganda and eight in Kenya. In each diocese at least two officials were interviewed. The officials interviewed were the diocesan secretary (administrative secretary) and one or more among the diocesan bishop, the officer in charge communications, if any, and any other departmental head.
A Pre-Marital Counseling Programme, for the Cathedral Church of All Saints’, Nairobi

Author: Mawiyoo, Samuel Tei. 1991.

Supervisor: David Dunkerton, M.A.

ABSTRACT

The creative project discussed in the pages that follow is a process that began in 1986 with very useful suggestions from my supervisor and encouragement and support from the provost of the All Saints Cathedral, Nairobi.

This project was undertaken in four stages as follows:

The first data was collected at the end of 1986 from the congregation. This data was on the congregational preferences of topics to be used at pre-marital counseling at the cathedral. More data was collected at the later part of 1987 from couples who had been married at the Cathedral for at least two years. With hindsight they were to give the topics that would be important for them at premarital counseling if they had the opportunity again. Tabulations of these data provided the basis for two other questionnaires which were administered to the congregation and pastors around Nairobi in 1988. The final data was collected in the Cathedral office to draw a profile of the kind of people who come for pre-marital counseling.

The main purpose was to find topics suggested by the congregation of the Cathedral arising out of their felt needs and use these to develop a Work Book.

The topics were tested in step three and four after which the researcher undertook the work of composing the Work Book. The decision for a Work Book was made from the outset, before the project was undertaken. Therefore no other methods of employing the data were considered as this was not necessary.

The first task was to find biblical passages that addressed these topics. This was done with the aid of a concordance. The curriculum was then further developed from all the suggestions made by the congregation. As well as from day to day experiences in the counseling situation (the church counsels between 40-50 couples each year for eight years now) and from background information from the scriptures, theology and communication.
Communication Audit for Effective Management

Author: Muriithi, Samuel M. 1991.

Supervisor: Donna Downes, M.A.

ABSTRACT

The purpose of this study was to perform an internal communication audit for Sam Publishing House, Nairobi, Kenya, to determine the communication networks and policies that existed in the organization, and to evaluate their effectiveness in meeting the overall goals and objectives of the organization.

Sam Publishing House had experienced a poor working climate which, according to the management, had negatively affected the accomplishment of the goals and objectives of the organization. The desire to know the causes of the poor climate prompted the management to propose the need for a communication audit - for communications was seen as the area where problems seemed to reside.

For this project then, three basic approaches were used: 1) questionnaires, one anonymous and one with known identities; 2) interviews; and 3) focus groups. The study was conducted among all employees of the company. More specifically, 37 respondents, comprising the General Manager, department managers, supervisors and other subordinates. In other words, respondents were those working at least 8 hours a day and who were recognized by the company as belonging to its culture and whose failure to work would affect the organization’s performance.

The research indicated that: 1) the chain of command, the all-channel and the star (wheel) communication networks were all in operation at Sam. However, the all-channel network was dominant and much information was communicated through it. This lessened the effectiveness of the chain of command which was not well observed; 2) there were inadequate communication media; and members required additional media in the company; 3) the company suffered from poor delegation of power and authority especially in relation to the supervisors who seemed less active in their responsibilities; 4) sources of information though fairly facilitated needed more improvement; 5) members felt much communication difficulty came as a result of a lack of clear job descriptions, formal motivation methods and rewards; and 6) there was some dissatisfaction with the physical working environment too.

It is the expectation of this researcher that the information and principles contained in this thesis would be applied by Sam’s management for the purpose of serving God effectively - through providing quality printed material to support the needs of Christians for Christian literature in Africa.
Factors Contributing to the Use or Non-use of Contraceptives in Kwale & Kilifi Districts. Kenya

Author: Thuo, Margaret N. 1991.

Supervisor: Karl-Johan Lundstorm, PhD

ABSTRACT

The purpose of this study was to explore those factors that contribute to the use and non-use of contraceptives among members of the community living in Kwale and Kilifi districts of Kenya.

The Family Planning Association of Kenya (FPAK) has been running its family planning programme, in Coast Province for over thirty years. Yet FPAK was concerned that its programme had very little impact compared to many other areas in the country. This fact prompted the researcher, as the programme officer responsible for client education, to probe more deeply into the community to find out factors contributing to this low use of contraceptives. This way, she hoped that the findings would help her, to assist the Family Planning Association of Kenya to develop a more appropriate communication strategy.

The researcher used Focus group Discussions (FGDs) for the two districts as the initial tool for qualitative research, among FPAK volunteers, community leaders (men), and women clients.

Later she conducted quantitative research on women clients. This research project was undertaken at the seven FPAK sites of the outreach clinics. During the quantitative research, 134 respondents were interviewed.

The findings from the Focus groups and from the personal interviews showed striking similarity. Among many other things it showed: 1) Major factors that contribute to the non-use of contraceptives are: community pronatalist attitude; high infant mortality; fatalism; low status of women associated with early marriage and polygamy; and male’s negative attitude towards contraception. 2) Major factors that contribute to the use of contraceptives are; need to improve mothers health; financial problems in the family; support systems particularly client-clique, husband, and family planning service providers.

The researcher also identified elements of Indigenous Communication Systems (ICS) such as communication channels through village elders, chiefs, sub-chiefs, and women groups.
A Survey to Enable Kileleshwa Community Church to Develop a Relevant Youth Programme


Supervisor: Lois Semenye, EdD.

ABSTRACT

The purpose of this study was to evaluate the existing youth programme and make helpful recommendations on which to develop a relevant youth programme that would enhance the youth’s maturity in the Lord and meet other related needs.

The problem at Kileleshwa Community Church was that the existing youth programme needed review, but the criteria for this review was not known. A preliminary study was, therefore, necessary to provide such criteria and lead to recommendations helpful to the leadership and congregation.

For this project then, a survey approach through self-administered questionnaires was used. Also some qualitative interviews were used where further probing of the findings was necessary. The study was conducted in Kileleshwa Community Church using a purposive/judgmental sampling. The 156 people surveyed comprising youth (13-29 years) and adults (30 years and above). However, the target audience in this project was the youth.

The research indicated that: (1) a majority of respondents who answered the questionnaire were women; (2) a majority of respondents in the church were aged thirteen to twenty-nine; (3) most of the youth do not attend the youth programme; (4) expectations of the youth programme are different according to youth age levels and services attended. For example, comprehension of Bible study materials, best time to attend the youth programme, duration, frequency and venue of youth meetings. Also, topics to study, Bible study methods, activities preference, and kind of leaders to lead youth group. (5) a high percentage of respondents would like to have separate youth programmes for English and Swahili; (6) the youth who attend the programme tend to show marks of spiritual maturity as compared to those who do not attend; (7) respondents agreed that youth’s needs are not fully met by the programme; and (8) they feel that the current youth programme should be improved. (9) there is significant difference of perception between youth and adults concerning youth issues for example, confidentiality, fear of death and sickness, ethnic and church identification, social relationships with parents, and beliefs about sex outside marriage.

It is the hope of this researcher that the leadership of Kileleshwa Community Church will implement the recommendations given in this project for the purpose of church growth and future leadership in Kenya and Africa in general.
Evaluation of the Harvest Heralds Theological Education by Extension Program as Used in South Nyanza, Kenya

Author: Ferguson, Daniel P. 1992.

Supervisor: Lois Semenye, EdD.

ABSTRACT

Because of the rapid growth of the Church in Africa during the last 30 years, there exists today a tremendous need to provide sound, Biblical training. Many churches throughout the continent lack trained pastors or lay leaders. To address this problem a teaching method was introduced in Africa in the early 1970’s called theological education by extension, or TEE for short.

TEE is a teaching process which takes theological education to the student instead of taking the student to training. This allows for more training of local church leaders who normally would never have the opportunity to attend formal religious schooling.

TEE is a style of programmed learning by which the student uses self-teaching materials to study assigned topics. Normally TEE is used to train pastors and lay leaders in the local church. However, Harvest Heralds has introduced TEE materials which are being used to train and equip the general church population and not just church leaders.

This study was directed at ascertaining the appropriateness of the Harvest TEE program as used in South Nyanza. The research took two approaches. They were:
1. Student opinion survey
2. Critical analysis of the Harvest TEE materials

The survey was conducted among a sample of the population and focused on determining the attitudes of the student toward the TEE material and its use. A basic questionnaire was used employing a modified likert scale. The critical analysis evaluated the TEE material with respect to the extent to which the material was produced in ways consistent with the author’s stated objectives and with recognized principles of TEE production.

The survey focused attention on key areas of concern such as the use of the TEE format, language used and contextualization of the material.

The basic findings of the student survey indicated that there is an overall favourable attitude toward the use of the Harvest TEE material among the respondents surveyed. A slightly lower opinion toward the program was expressed by respondents attending churches less than two years in age.

The critical analysis of the Harvest TEE material indicated that the materials did, in general meet the objectives of the author in most areas. However, it was also determined that the contextualization of the materials was limited with respect to the target audience.
A Pilot Study to Develop Means to Evaluate Interpersonal Communication Patterns by Registered Nurses to in-patients at Kenyatta National Hospital


Supervisor: Larry Niemeyer, PhD.

ABSTRACT

The purpose of this pilot study on interpersonal patterns of communication by Registered Nurses to in-patients at Kenyatta National Hospital, Nairobi, Kenya was to develop and test instruments comprising two questionnaires, an observation checklist (participant observation) and an interview schedule (recorded interview) and to determine methods for use in a larger study. The public have occasionally expressed concern that communication between nurses and patients is inadequate. Previous studies concentrated on interaction, knowledge, practices, attitudes but no specific instruments and methods had been recommended.

The tools were tested on a sample composed of 20 Registered Nurses and 100 patients who rated the nurses selected from medical, surgical, oncology, paediatric and obstetric units using simple random sampling procedures. The instruments were tested and yielded same results indicating reliability, while validity was confirmed by the findings being similar to previous studies.

The pilot study provided important comparisons of communication styles with high mean scores on physical and psychological while spiritual and social were low. There was no significant difference or correlation between the instruments showing their independence. The instruments proved very useful. Observation combined with questionnaire and/or interview were recommended.
Communication Factors Influencing Male Participation as Community Health Workers in Sub-Locations of Kibwezi Division, Machakos

Supervisor: Karl-Johan Lundstrom, PhD.

ABSTRACT

The purpose of this study is to identify the communication factors which influence male participation as community health workers (CHW) in the Kibwezi area.

Field notes, observations, document analysis and focus group discussions generated the qualitative data. An interview survey, developed as a result of the focus groups, generated the quantitative data.

The sample was composed of both male community health workers and male non-community health workers. The two groups were matched by four variables: age, sex, education and geography.

Multiple regression, Correlation, and Frequency distribution were the main statistical tests used in the analysis of the data.

Several themes were established. First, the major communication factors involved in the decision to become a CHW are the receiver attitudes and community involvement. The perspective the men held concerning volunteers and agency support played an important role in establishing these attitudes.

Secondly, these receiver characteristics may also contribute to hearing the message in a group context. In the study, the barazas or sub-chief’s meetings were suggested as the most favorable place for men to receive community health information. In these group meetings, the men suggested that an individual in an authoritative position, such as an AMREF staff or the sub-chief, would be most effective in disseminating the information on male participation in community health activities.

Several recommendations were suggested to help the AMREF staff, in Kibwezi, and encourage more male participation as community health workers.

In brief, AMREF staff need to collaborate more with the local leaders, mainly sub-chiefs, to provide more time for health education in barazas to maximize the effect of group communication. At the same time, AMREF should improve and develop two major sources of dissemination of community health information.

First, strengthen the use of development and other community groups as target places for dissemination of information. Secondly, AMREF needs to develop written materials, in Kibwezi, aiming to communicate health information as well as to persuade men to get more involved in community health work.
A Preliminary Project to Produce Instructional Materials for the Communication of Health/Nutrition Education among Non-Literate People of Chukudum Sub-District, Sudan

Author: Lujana, Peter A. 1992.

Supervisor: Robert Primrose, PhD.

ABSTRACT

The purpose of this project is to produce instructional materials for the communication of health and nutrition education to non-literate people of Chukudum sub-district of the Sudan. The majority of the people in Chukudum sub-district are not aware of the causes and remedies of malnutrition. Malnutrition is locally known as lodava. In Chukudum 41% of the children between the ages 1 to 5 years suffer from malnutrition and other related diseases such as malaria, diarrhoea, respiratory and worm infection. Of all the affected children in Torit and Kapoeta districts 1/3 die before the age of five years. The figure must have risen to about 50% now because of the present civil war in the country.

The main factors that contribute to the problem of malnutrition in the area are, lack of knowledge by the people about food nutrition and health, insufficient supply of food necessary for a balanced diet, and social and cultural factors. For example, the Didinga people seek medical help for a child sick with lodava, only when traditional methods are exhausted and a child does not recover. To create awareness on the problem of lodava a long-term integrated approach involving health nutrition and agriculture is needed. Communication is a crucial element in this integrated development process. Communication scholars have recommended the “use of small media” as an alternative solution “to speed the process of rural development through targeted information, motivation, and training”. This project has produced prototype audio cassette tapes and visual pictures for use among non-literate people of the Sudan. The tapes were used on a special cassette player that can be used on the mains, with battery pack, a solar panel or by the hand cranked on the machine. The audio-visuals were then pre-tested on a similar group of people.
Abstracts

Umoja Magazine Readership Survey


Supervisor: Donna Downes, M.A.

ABSTRACT
The overall aim of this study was to do a readership survey of UMOJA, to determine demographics and lifestyle information, editorial preferences and reading patterns. This would subsequently assist the Northern Diocese of the Evangelical Lutheran Church in Tanzania to make more effective decisions regarding its editorial and advertising policies.

In this project, therefore, a self administered questionnaire was used to get information on (1) key demographics; occupation, education, age, marital/social status and sex; (2) reading patterns and preferences; uses and gratification, namely content, writing, design, pricing, distribution and pass along habits; (3) respondents’ lifestyle; media consumption habits, product purchases and living conditions.

The research showed that (1) demographically, UMOJA readers were predominantly rural, wealthy youths under thirty years of age. Their sex ratio and marital status were the same, i.e. fifty-fifty. The majority had attained primary level education; (2) UMOJA was liked by the greatest percentage of people, the largest number of whom have read it for nearly ten years. They would like to get it weekly, but pay only Shs. 20 for it; (3) about a third of the readers did not know why they were Christians.

It was, therefore, recommended that (1) the editor write predominantly for the 30 year old youths who have completed primary school; (2) he should also prioritize his topics by giving first concern for religious teaching, news from the Diocese and congregations, youth problems, social/marriage issues, (e.g.) Christian marriage to guide the young couples, health, economic as well as questions), and readers’ letters, in that order of preference; (3) content analysis should be carried out to determine reading level and content of the present magazine; (4) the church should re-examine its outreach ministry with a view to re-evangelising its own fold. that is, to see possibilities of publishing articles on “who a Christian is”, as well as evaluating its ministry in order to be more effective; (5) UMOJA be issued monthly, and sold for at least Shs. 40.
A Pre-Departure Cross-Cultural Orientation Program for Daystar Students Going on Exchange to Christian College Consortium Schools

Author: Miller, Anne. 1992.

Supervisor: Mary Kizito, M.A.

ABSTRACT

The purpose of this project was to create a pre-departure orientation program for Daystar undergraduate students going on exchange to schools in the Christian College Consortium in the U.S.A.

To determine what adjustment needs are most crucial for African students studying in the U.S., the project used two research instruments: in-depth interviews with Africans connected with Daystar who had studied in the U.S., and questionnaires surveying all Africans currently studying at Consortium colleges. All issues which were of concern to any respondents were addressed in the orientation program. Heavier emphasis was given to those which were consistently rated high in difficulty.

Based on the research, content was developed for an individual orientation program entered by a Daystar faculty member or personnel from the Consortium Programme Office. The programme is in the form of a leader’s manual which includes unit-by-unit instructions on guiding the student through the orientation, guidelines for setting up a week-long field trip to an American home in Nairobi and two Saturday seminars, and weekly student handouts which eventually form a student handbook.

The contents of the student handbook were evaluated as to reliability, clarity, and completeness by Daystar students, staff, and faculty. The entire program was evaluated by two African educators and a cross-cultural trainer. The final product, incorporating the input of the evaluators, is a ten-week program geared for individual use. Suggestions are made at the end of the thesis for eventually expanding the program to a group-centered format.
Some Factors that Hinder Effective Communication of the Gospel Message among Students in Nairobi High Schools

Author: Ng’ang’a, Rebecca R. C. 1992.
Supervisor: Robert Primrose PhD.

ABSTRACT

The purpose of this study was to find out some of the factors that hinder communication of the Gospel message among high school students in Nairobi. The education and social background of the Nairobi youth make them constitute a big percentage of future leaders of this nation.

The research design was exploratory using a case method. Since a case study uses as many data sources as possible, it enabled the study to explore into various dimensions. Stratified random sampling was used to sample the population that was studied. The dimension included boys’ day school, girls’ boarding school, girls’ days schools and mixed schools as well as class division within the chosen schools.

The four areas that the study sought for hindrances were; sources of the Gospel message, the content as presented, the context (school), and the receivers.

The tools used to gather information were self administered questionnaire for the students and interview schedules for the teachers.

Of the 720 who responded to the questionnaires, 422 were boys and 308 were girls. Eight teachers were interviewed.

The study showed that most young people (90%) have some knowledge of the Gospel message but for many of them, not enough knowledge to cause them to make a decision for (or against) Christ. There were differences in students’ responses about their Christian stand and what their teachers thought. For example, 34% of the students said that they started their relationship with God through repentance, while their teachers said that less than 10% had such a relationship. Peer pressure was singled out by teachers as one great force that hindered students from accepting the Gospel message, yet from students’ responses they did not think they were greatly influenced by the actions of others.

The statistically significant differences between schools and between classes appeared to be mainly a result of internal structures. For example, in one school where the Christian programmes were well organized, 55% of students said they had started a relationship with God through repentance, and 37% of the students were having a quiet time, which showed that there was more effective communication of the Gospel.
An Exploratory and Qualitative Evaluation of the Emmanuel Methodist Girls Fellowship Labadi-Ghana

Author: Adjovu, Elizabeth Dede. 1993.

Supervisor: Lois Semenye, EdD.

ABSTRACT

The purpose of this study is to find Biblical principles of Christian Education in order to provide an effective children’s educational ministry in the Labadi Methodist Church.

It is an explanatory research on the Labadi Emmanuel Methodist Church Girls’ Fellowship in relation to the effectiveness of the program in training the girls. Three approaches to the study were used: 1) a critical analysis of relevant portions of the MGF manual to see how best to adjust the manual to meet the needs of Labadi MGF, 2) a survey research on the Labadi MGF (questionnaires were administered to both caretakers/ helpers and girls of the Labadi MGF), and 3) focus group discussion (FGD) of MGF girls’ parents.

The data was analyzed and then inferences made. Through the critical analysis of the portions of the manual, it was discovered that certain areas such as the aim, membership, passing out party for girls, lessons for enrollment and style of uniforms have to be adjusted a bit in order to meet the needs of the fellowship.

The data from the questionnaire indicated that language used for instruction of the girls is appropriate. That girls enjoy the meeting and the various activities. The program is helping the girls in their Christian life. However, more personnel and equipment are needed for proper organization and more effective ministry among the girls.

Through the focus groups discussion it was discovered that parental involvement is low, that most people misunderstood the usefulness of MGF. Thus there is the need for proper public relations on the nature of the MGF to the general congregation and the Women’s Fellowship (WF) and parents in particular.

From this study it was recommended that there should be a drive to involve both the WF and the parents in the program. The WF has to accept ownership of the group and provide enough personnel as well as aid with equipment while parents must support as much as they are able. Girls should also get involved by organizing fundraising activities like exhibitions and sales in order to acquire some of the equipment.

Author: Djimte, G. Solomon. 1993.

Supervisor: Karl-Johan Lundstrom, PhD.

ABSTRACT

Realizing that development in Africa still faces many challenges, this study explores some facets of communication in development and the African response to them.

This research analyzes the use of communication for development in two World Vision Kenya projects and the implication of the use of communication for socio-economic change in Africa. The concern of this evaluation is to determine the existence of a clearly designed strategy of communication in development used by World Vision in the two areas under study. The two projects were drawn one each from a rural and urban context and use sponsoring destitute children and families as a strategy for bringing development into those communities. The recipients knowledge of World Vision, its objectives, its relevance to the social context, and the people’s awareness of the project’s ownership were the main components of the evaluation.

The findings show that the World Vision does not have a clearly designed development communication strategy, but it uses child sponsorship programme as an implicit development strategy. And because sponsorship means “assistance”, self-reliance, which is World Vision’s main objective, cannot be achieved even in the rural area where the project has been operating for more than ten years.

To improve these projects, recommendations were made to change the policy of World Vision. Instead of giving undue importance to office and managerial procedures, the project recipient should become the central focus in all steps to be taken; from planning to evaluation of the project performance. Performance should not be seen in terms of quantifiable achievements, but change in attitude and behaviour, what this study calls a circular social transformation approach in development.
A Partial Feasibility Study for a Christian Youth Magazine in Nigeria

Author: Okorofor, Odeey E. 1993.

Supervisor: Donna Downes, M.A.

ABSTRACT

With the assumption that there is a great need and a large market for a new Christian youth magazine in Nigeria, this study set out, in part, to establish this need. The main thrust of this study, was: (1) To explore and to establish the need for a new Christian magazine published by evangelical Christians for the youth in Nigeria; (2) To explore possibilities for funding, management, and staffing; (3) To establish varieties of methods for effective distribution; (4) To establish some ideas for content and concept preferences for the magazine; and (5) To explore the potential for advertising.

The results of the survey of 178 survey Christian leaders from Nigeria, 96% of whom said such a magazine was definitely needed, were summarized. Additional surveys of the current Christian magazine market in Nigeria, possibilities for advertising, and the potentials of various distribution methods all point to the possibility of good success for a well-managed venture except that most church leaders were unwilling to provide initial capital.

The study concludes on the basis of this research that (1) Only a non-denominational magazine owned by leaders drawn from a broad section of Pentecostal and Evangelical denominations from different parts of Nigeria can survive as a national Christian youth magazine: (2) Very little successful competition exists in the Nigeria market; and (3) The proposed magazine will have to overcome distribution and financing challenges.
The Image of Women as Portrayed in Magazine Advertisements in Kenya

Author: Okoronkwo, Stella. 1993.

Supervisor: S.T. Kwame Boafo, PhD.

ABSTRACT

The specific objectives of the study were to determine how women are portrayed in magazine advertisements in Kenya, the kinds of products women are associated with and the kinds of stereotypical roles attributed to men and women in Kenya magazines. It was a content analysis of magazine advertisements in a random sample of two years issues of Drum, Parents, and Step and it confirmed what scholars have found out in the past that women are mostly portrayed in five roles - sex-objects, mothers and wives, workers but home has priority, equals to men and rarely in non-stereotypical roles. In the study, women were pictured mainly in advertisements for beauty, hygiene and baby products as well as in ads for children’s medicines.

Out of 186 advertisements that were analyzed, women were portrayed as sex-objects in 57 of them, in traditional female occupation in 51 of them and as equal to men in 44 of them while still in their roles of wives and mothers. Men were portrayed in traditional male jobs, in recreation or in their roles of husbands but rarely as fathers.

Such portrayals of women hamper their development in the society and fail to reveal their actual contribution to nation building. The media can create awareness about other positive roles of women in the society through ads. The women can do the same through alternative media such as films, music, theatre, magazines, features and books by women.
A Comparative Study of the Luhyia of Maragoli and the Luo of Nyahera’s Oral Narratives.

Author: Ombaka, Mary. 1993.

Supervisor: Larry Niemeyer, PhD.

ABSTRACT

This study is a combination of folk media and world view studies. In it, the writer attempted to find how the Luo of Nyahera and Luhyia of Maragoli’s world views compare using oral narratives.

The writer did field research collecting oral narratives of the two groups and consequently carried out a content analysis on them using world view components. At the end of the analysis, it was found that the oral narratives of the Luo of Nyahera and Luhyia of Maragoli revealed that the two peoples had world view similarities and differences. For example, similarities were found to exist in the way the Luo and Luhyia viewed children, girls, mothers, etc. Differences were also noted in the way the Luo and Luhyia viewed the self, the space around them and relationships, to mention just a few.

This study is important for three reasons: one, in it, the documentation and therefore preservation of Luo and Luhyia oral narratives has been realized. Secondly, through the comparison of Luo and Luhyia world views, it is possible to understand the two communities better. Thirdly, it reveals some of the important information that the oral narrative, a genre of the folk media, does carry. It is hoped that this work can be a source of inspiration for those aiming to do research on folk media and world view studies.

Folk media, it was realized are important channels of communication through which a lot is revealed about a people’s culture. Like the mass media, they are very important in that they carry messages, views, values, and philosophies about their contemporaries. Indeed, they operate side by side with the mass media as each carries such information.

The study enhances the understanding of the Luo and Luhyia communities’ world views which determine the uniqueness of these communities. It helps to reveal the inevitability of each of these communities’ world views, yet at the same time, calls for the necessity in appreciating each community’s world view. A difference in world view only helps in emphasizing the fact that communities are unique in as far as their values and views of certain facts are concerned. But the similarities are equally important as interaction cannot cease particularly in a situation where people share a common boundary, as in the case of the Luo and Luhyia.
Children’s Curriculum for Rural Evangelical Churches in Kenya

Author: Waine, Cherlyn 1993.

Supervisor: Larry Niemeyer, PhD.

ABSTRACT

Little attention has been given to contextualizing children’s curriculum to better convey Biblical truth for rural evangelical churches in Kenya.

To create a culturally contextualized curriculum of twelve lessons on love from 1 Corinthians 13, I modeled a process of decentralized participatory curriculum development. This process involved 1) a survey of the traditional teaching method, 2) a study of the use of “love” in two different ethnic groups to see how love was embraced by the local cultures and 3) the participation of indigenous Christians in the development of culturally appropriate illustrations.

The process included informal interviews with 15 Maasai and 18 Luhya to explore their concepts of “love” in its many forms. Then field notes from this process were analyzed. Forty-eight indigenous learners were involved in creating culturally appropriate illustrations of key biblical points. Twelve lesson prototype curricula was written using common factors in both Luhya and Maasai. The curriculum was then pre-tested with Maasai, Luhya, Turkana, Pokot, and Kisii in the context of Kid’s Crusades and then revised. The prototype went for field testing with Luhya and Turkana ethnic groups. These were then revised to reflect shared understandings. In this presentation, I have documented the development process as a model.
A Study of Publication Design Traditions and Trends in Selected Kenyan Magazines


Supervisor: Donna Downes, M.A.

ABSTRACT

The purpose of this publication design study was two-fold: first to identify the traditions and trends in graphic design in Kenya’s magazines over the decade 1982-1993; and second, to establish factors that could have led to those trends.

The methodology used for this study included: 1) survey research through analysis of the design content of seven purposefully selected magazines published in Kenya, seeking to identify design traditions and trends; and 2) thirteen in-depth interviews with graphic designers and editors of the selected magazines, and other professional designers to establish factors that could have led to the trends noted.

The magazine analysis showed: 1) magazine covers had more firmly entrenched traditions in design than changes; 2) inner pages exhibited more graphic design changes in the areas of increased use of illustrations, photographs and white space, more alignments in layouts, and increased use of serif typeface for body copy. The interviews conducted revealed that: 1) the majority of designers and editors have minimal training in design, but have exposure to desktop publishing; 2) design decisions are made primarily by editors, only one of whom had formal training in design; 3) the advent of the computer is the greatest factor that has revolutionized magazine design; and 4) research in design is seen to be necessary but is not being actively conducted.
The Relevance of Covenant Concept in Developing A Strategy for Christian Ministry Among the Luo People of Kenya


Supervisor: Larry Niemeyer, PhD.

ABSTRACT

This work is a fusion of disciplines including biblical, theological, linguistic, historical and cultural studies; it is designed to formulate a strategy for training Christian workers among the Luo speaking people of Kenya. It is in an effort directed toward achieving some degree of adequacy in the field of cross-cultural message formulation.

The study centres on the biblical concept of covenant and investigates its meaning and its historical significance in both the Old and New Testaments and then considers the usage of the covenant concept in the field of applied theology. A parallel study is done within the context of Luo language, traditional Luo culture and ethics to seek a common thread of understanding correlating with biblical examples. A glossary of Luo terms is developed and these in turn are used in the process of doing ethnographic interviews to determine how Luo people, both urban and rural, perceive covenant and how similarities can be used in explaining Christian ideals in a contextual form.

No study of this type has been done among the Luo people. The results of the study advance Christian insights for textual and contextualized studies among Luo speaking peoples. The applications, suggested teaching device in the appendix, and the other instruments used for anthropological investigation should prove helpful to other students wishing to investigate cultural norms and domains and apply them to Christian ministry.
A Cross-Cultural Orientation Program for Focus Groups Going for Short-Term Missions to the Unreached People Groups of Kenya

Author: Kimani, Rosemary. 1994.

Supervisor: Larry Niemeyer, PhD.

ABSTRACT

The purpose of this project was to develop a cross cultural orientation program for FOCUS teams going on short-term missions among the unreached people groups of Kenya.

To determine the issues the program needed to address, two qualitative research instruments were used: focus group discussions and in-depth interviews with past FOCUS missionaries with similar mission fields. Issues raised had to do with understanding of the host culture, lack of appropriate intercultural skills, and failure to grasp what message the audience needed to hear. All these issues were addressed in the orientation program.

Based on the research and resources available to the program client, content was developed for an intensive four-day group orientation program coordinated by FOCUS and facilitated by person’s) familiar with the program’s content and methodology. The program is scheduled into sequenced sessions with guidelines for preparing and facilitating the sessions. Activities the participants will be engaged in are included.

The orientation program manual was evaluated for clarity, completeness, and applicability by one cross-cultural trainer, two FOCUS members, the FOCUS Evangelism Secretary, and Daystar faculty in the field of culture and communication. The final product has incorporated the input from the evaluators and recommendations given at the end of the thesis.
An Investigation of Source Credibility Factors Among a Select African Audience Using Semantic Differential Technique

Author: Mbennah, Emmanuel D. 1994.

Supervisor: Robert A. Primrose, PhD.

ABSTRACT

The concern of this thesis was to answer the underlying question “What must the speaker be to be able to effectively influence an African audience?” Using a Semantic Differential of 66 adjectival pairs, three speaker concepts and 272 subjects from 16 African countries, it was found that the population evaluates communication sources along public speaking skill, vitality, physical appearance, orientation towards the audience, qualification, objectivity, and morals, in that order. Some of these factors are similar to those proposed by ancient rhetoricians and those found in the Western contexts, but their significance and application seem to differ. Thus, audiences deem more important for the source to speak well than to know the subject matter; for source to be expressive than to have good morals, and to be personally interested in the audience than to be objective or qualified. The same credibility factors are generally used by both male and female adult audiences, however, audiences select and apply credibility factors against a speaker, depending on the reputation of the speaker’s profession. These findings challenge the competence-trustworthiness-dynamism formula, both the notion of fixed weighted proportions and the definitions of the components. Communication students, researchers and practitioners should find these findings useful.
Today’s Youth: The Hope for a Brighter Tomorrow. Nairobi Youth: A Case Study

Author: Paul Mutinda Mbutu. 1994.

Supervisor: Karl-Johan Lundstrom, PhD.

ABSTRACT

This research helps develop a framework for evaluation of the performance of youth ministry, with particular emphasis on the youth of Nairobi. It attempts to help youth workers to find which factors influence the youth’s attitudes and behaviour, so that programmes made for the youth can be developed addressing specific problems and needs. Focus group methodology and in-depth interviews are used to gather preliminary information to help develop questionnaire items (see appendix A) for further survey research and to gather preliminary qualitative data which forms a foundation for further study on the youth of Nairobi.

A major objective of this research involves seeking answers to several important questions including: How well are today’s young people coping with life? What is their overall state of spiritual and emotional well-being? How are they relating to their parents, to their teachers, to the church and to other institutions?

Many youth have strained relations with their parents whereas others have little contact with their grandparents’ generation and may not even speak their tribal language. Education a means for upward mobility, such mobility is no longer assured. Insights learned from this research could help youth workers throughout the city and even beyond, preparing them to be more effective in their ministries and services and in addressing the felt needs and concerns of youth as well.

Author: John Mungania. 1994.

Supervisor: Jones Kaleli, PhD.

ABSTRACT
This study addresses itself in finding ways and means to resolve conflicts using a cooperative and collaborative approach.

The study attempts to formulate principles of mediation which the church and other parties can use to make peace. A basic assumption is that the world generally uses confrontation.

This case study has proved that the origins of the Meru tribe and of the Methodist church in Kenya arose out of conflicts which needed to be resolved.

The study compares the Western and the African way of decision-making, and the modern civil and traditional systems of conflict resolution. Findings reveal that the former is more adversarial, ending in courtroom contests, while the latter uses group consensus, ending in group harmony.

The study proposes recommendations such as the following for implementation:

1. Open mediation centres;
2. Provide other avenues for conflict resolutions;
3. Proper church courts be established;
4. Peace and reconciliation departments be established;
5. Introduce “peace and peace-making” as part of the curriculum in our schools, colleges and universities; and,
Marriage and Family Life Information Seeking Patterns Among Urban Educated Yoruba Youth Aged 15-25 Years in Abeokuta

Author: Ogunleye, Adetokunbo A. 1994

Supervisor: Larry Niemeyer, PhD.

ABSTRACT

The purpose of this study was to examine the types of information the educated Yoruba youth in Abeokuta seek concerning marriage and family life and the sources they use for the information. This study serves as a guide for Christian communicators to know the best medium to use so as to reach Abeokuta youth with the right and accurate information not only in the area of marriage and family life but in other areas where the youth will need to be informed.

The study hypothesized that newspapers/magazines, TV/movies, and radio are the main sources of marriage and family life information for the educated Yoruba youth in Abeokuta.

A self-administered questionnaire to 250 randomly selected youth between ages 15 and 25 from eight educational institutions in Abeokuta was used for data collection. The youth were to indicate the amount of information they got from different information sources they were using for marriage and family life information, the sources they thought could give them the most accurate information, and the various activities that their religious leaders used for educating them on marital issues.

The study showed that the youth used different information sources for different marital issues, but they perceived certain sources to give them the most accurate information for each of the marriage-related information sought. The overall ranking of sources shows that the youth, contrary to the hypothesis, were using books primarily for information while they thought that they could be accurately informed primarily by their parents.

Other findings show that although the youth may not go to their religious leaders for marital information, there were organized activities whereby the religious leaders educate the youth.
A Feasibility Study for Establishing a Christian Leadership Magazine for Conseil Protestant Du Rwanda

Author: Rucigitaramo, Festus. 1994

Supervisor: Karl-Johan Lundstrom, PhD.

ABSTRACT

The purpose of this study was to explore the possibility and need for publishing a Christian leadership magazine in Rwanda and to investigate the organizational and management options that may make such a publication viable and effective.

In this thesis, focus group discussions, and individual interviews with leaders and editors of Rwandese newspapers and magazines were used to get information on: the needs and interests of Rwandese Church leaders that would be met by a church magazine; the possibilities of production and distribution; the ways in which such a magazine could be published; and what resources were needed, and how they could be acquired.

The research showed that there was need for a bimonthly interdenominational Christian magazine in Kinyarwanda, whose purpose would be to provide information and Christian education; facilities for production were available and distribution could be done through identified magazine representatives in various centres in the country; the magazine could be published under the auspices of Conseil Protestant Du Rwanda (CPR); sponsors for the production and distribution of the magazine were needed as churches expressed their inability to financially support the magazine. On the basis of this study, a proposal for Twubake, a Christian leadership magazine was written.
A Survey and Directory of Mission Agencies in Uganda

Author: Tumusiime, Ephraim N. 1994.

Supervisor: Donna Downes, M.A.

ABSTRACT

The purpose of this study was to explore the Uganda Missions situation through compiling a directory of Uganda’s missionary sending Agencies, determining the degree of indigenization in the Uganda missionary movement; and analyzing the problems these missions face in promoting and expanding the Uganda missionary movement.

The Ugandan Church has not been reported in missiological research as one of the significant missionary sending churches in the Third World. This state of affairs led this researcher to desire to find out Uganda’s current state of missions and the steps that can be taken to encourage the development of Ugandan Missions.

A mail survey was conducted among Christian mission leaders in Uganda. Exactly 165 questionnaire were distributed and 94 responses were registered from those replying to the questionnaire.

The major findings were: 1) there were 53 Ugandan missionary sending agencies; 2) 77% of mission agency leadership was Ugandan; 3) the Protestant-Evangelicals were the most active doctrinal group in sending Ugandan missionaries; 4) the Charismatic-Pentecostal had the largest number of agencies that are funded locally; 5) Ugandan-founded mission agencies are on the increase; 6) 32% of Ugandan agencies are foreign controlled; 7) lack of financial resources was reported as the major hindrance to missions; and 8) the starting of missionary training institutions was reported as the major solution to problems hindering missionary work.
The purpose of this study was to perform an internal communication audit of the staff and faculty of Daystar University by analyzing existing communication networks, channels, activities and attitudes, and evaluating their effectiveness in achieving the goal and objectives of the organization.

This research was accomplished through the use a descriptive survey using questionnaires and interviews to gather information from Daystar’s employees. A descriptive analysis of Daystar’s current publications and information sources for employees was also conducted to determine how sufficient these were in meeting the information needs of the employees.

The questionnaires were distributed to 196 employees with a resulting 76% response rate (148 respondents). The interviews were conducted with a random sample of 33% of the population for a total of 66 interviews.

From all these sources of data the researcher found several areas that needed corrections if the institution were to continue to grow efficiently and effectively. These were:

1) Improving upward, downward and horizontal communication — especially upward communication where employees were most dissatisfied;
2) Improving use of available communication methods and media especially Notice Boards, meetings and the Output publication;
3) Improving delegation of decision-making power and the authority implement decisions;
4) Clarifying the reporting structure; and
5) Improving job satisfaction — particularly as related to promotion, motivation and reward, and especially among women and personnel who have been at Daystar from 4-6 years.

This report contains the researcher’s conclusions and recommendations for improving Daystar’s communications and consequently job satisfaction, morale and effectiveness.
A Directory of Ministry Opportunities in Selected Protestant Mission Agencies in Nairobi, Kenya

Author: Kabuu, Stella Mwihaki. 1995.

Supervisor: Donna Downes, M.A.

ABSTRACT

The purpose of this project was to compile a directory of profiles of selected Protestant missionary-sending agencies in Kenya with the aim of providing information to be used in mobilizing Kenyans and other Africans towards missions involvement.

A survey using interviews of Christian mission leaders in Nairobi was conducted among 50 purposively selected mission agencies. Seven of these either did not want to be included in the directory or were not interested in recruiting Kenyans for ministry. Hence, 43 agencies are included. A copy of the Directory is shown in appendix B.

From an analysis of the directory, the following major trends were noted: (1) 32 agencies out of the 43 (74%) surveyed send Christians for cross-cultural ministry; 11 out of 43 (26%) do not; (2) 24 types of professionals are being sought by agencies for ministry; (3) 14 out of the 43 agencies (33%) expressed a need primarily for short-termers, while 31 out of 43 (72%) asked for long-termers, with 2 of them asking for both; at least 26 of the 43 agencies (or 60%) offer some kind of training to their personnel; (5) 19 of the 43 agencies (44%) require recruits to have (at a minimum) completed a secondary education. And at least 27 of them require professionals of some sort which would necessitate training beyond the secondary level; 11 out of the 32 cross-cultural agencies sought recruits to work in other countries besides Kenya.

This information plus other data is analyzed in Chapter IV of this project.
Views of Kenya Churchgoers Toward Life Ministry - Kenya.
An External Communication Audit

Author: Kagunda, Julia Gichuhi. 1995.

Supervisor: Donna Downes, M.A.

ABSTRACT

Often it has been repeated that the greatest handicap for indigenization of African missions is lack of financial support. Indeed Christian organizations are crying out for support from Christians. But the challenge goes back to the organizations as to what they are doing to mobilise Africans to give? Having realised this challenge, LIFE Ministry-Kenya asked this researchers to carry out this study to measure the level of awareness about the attitudes toward the organization amongst attenders of churches LM had worked with so that such information could form an accurate foundation on which to build a more effective communication strategy for fund raising among LM’s church audience.

A descriptive survey method was used to gather information from a population of 488 church attenders scattered in different parts of the country, namely; Nairobi, Nakuru, Mombasa, Kisumu, Garissa, and Isiolo.

The data showed that only about 50% of the respondents had any accurate knowledge about LM, its activities and programs, and that knowledge was mostly superficial, not in-depth. The same percentage was involved with LM in one way or another, but only 10-12% in financial or volunteer support.

The results show the need for LM to develop proactive communication strategies to raise the level of awareness amongst its church audience a first step toward fund raising for if the awareness level is so low in churches that the organization is already working with, it would be very poor indeed in places where it has not yet ventured.
A Partial Feasibility Study for Starting a New Magazine for Teachers in Kenya

Author: Kiuru, Sarah M. 1995.

Supervisor: Donna Downes, M. A

ABSTRACT

The purpose of this study was to establish the feasibility of starting a new magazine for teachers in Kenya. Since it was not possible to carry out a complete feasibility study, this research covered the following areas:

(1) Exploration of the need; (2) Determination of the frequency, content, pricing, and concept preferences; (3) Establishment of appropriate distribution modes; (4) Establishment of ideas for ownership, management, and advertising policy; and (5) Ideas about respondents’ personal involvement in the venture. To conduct the research, the descriptive survey method was used to gather data from a random sample of 851 primary and secondary school teachers throughout Kenya, and a purposive sample of 31 leading educationist. Additionally, data was gathered from a market survey to establish the competition for the magazine, if any. Data, from the questionnaires for both teachers and educationist revealed that teachers in Kenya not only need the magazine, but they are also willing to support various aspects of the venture. Also there is virtually no competition in the Kenyan market for such a magazine. This study concludes that, indeed, the Kenyan market urgently needs a teachers’ magazine and that there are very promising signs for its success given the backing it would have from its primary audience - the Kenyan teachers.
A Survey of the Composition of Undergraduate Students at Daystar University: Their Changing Patterns and Implications for Future Planning of Appropriate Student Ministries

Author: Kiyengo, Leah N. 1995.

Supervisor: Lois Semenye, EdD.

ABSTRACT

The purpose of this research was to identify the characteristics of undergraduate students of Daystar University in order to create awareness to the administration for future planning of relevant student ministries. The researcher used data which was obtained from the Registrar’s office covering students who have enrolled in the institution from 1984 to 1992/93.

A document on their age and marital status at entry, sex, nationality, Christian status (saved/not saved/uncertain) was arranged and analyzed by year of entry. The total population of 1000 students was studied. Additional information reported includes disciplinary cases and responses on overall opinion on students from interviewed faculty and staff who at the time of the interview had served in Daystar for 5 or more years.

Results indicate that the students are younger and disciplinary cases are on the increase. The group is international and interdenominational. Recommendations include the need for continued spiritual guidance; more residential tutors and administrators; establishment of a counseling and a foreign students’ office.
Coverage of Environmental issues by Kenyan Newspapers: A Content Analysis

Author: Mbugguss, Martha. 1995.

Supervisor: Donna Downes, M.A.

ABSTRACT

The purpose of this study was to find out the importance given to environmental issues by two Kenyan dailies, the Nation and the Standard (1991 to 1993). It was based on the assumption that the mass media play a major role in attracting attention to certain issues and setting the public agenda.

The researcher used content analysis to determine the priority given to, nature and extent of such environmental coverage. Among the more important findings from the analysis of a total of 2190 newspaper copies were that: 1) Coverage actually continued to decrease from 1991 to 1993; 2) the two dailies did not give too much importance to environmental issues, tucked most of the coverage in the inside pages, mostly used shorter stories, and did not illustrate them; 3) Tourism and Wildlife received vastly more coverage than any other environmental issue and soil erosion received least coverage; 4) Events like the Gulf War, the Rio Conference, peak tourist seasons, and localized environmental disasters prompted most coverage. Little was done by the media in terms of proactive coverage or agenda setting on preventive environmental articles but the Standard gave a bit more prominence to the coverage by placing more of the articles in the editorial pages and in regular columns. It also covered a greater variety of environmental topics.

This study concludes that Kenya dailies need to give more importance to environmental coverage in terms of the prominence given to articles and the subjects they cover. They also should be more proactive.
A Study of the Roles of Professional Media Women and the Challenges they Face in Media Outlets in Kampala, Uganda

Author: Nabunnya, Jane  1995.

Supervisor: Mary Kizito, M.A.

ABSTRACT

Approach: Descriptive Survey.

The study identified and described the roles of professional media women and the challenges they faced in Uganda’s Kampala based media outlets.

A self-administered questionnaire and interviews were used to gather data. The questionnaire was sent to 85 professional media women of which 60 (70.58%) were completed and 57 (67.05%) met the requirements of the study. The interviews were done by the researcher with 18 (69.23%) out of 26 senior media men, and 15 (60%) out of 25 senior media women, respectively.

The findings indicate that the majority were reporters and others were producers, editors, or programme organizers. The findings further show that the media women faced a number of challenges. The two most outstanding were: 1) inequalities in job assigning, promotion and training and, 2) being stigmatized, marginalized and despised by their male counterparts. The researcher hopes that this study has contributed to the available knowledge about media women in Uganda and in the world at large, and will help to address issues of concern to media women.
Interpersonal Communication Patterns Between Field Workers and Destitute Children of St. Nicholas Community Development Center

Author: Buconyori, Joy Butoyi. 1996.

Supervisor: Larry Niemeyer, PhD.

ABSTRACT

This study explored interpersonal communication patterns used by field workers caring for the children at St. Nicholas Community Development Center, Karen, Nairobi (Kenya) in order to make recommendations for better meeting children’s interpersonal needs.

In order to investigate the field worker’s interpersonal communication skills, the study was guided by the following questions: (1) What are the field worker’s patterns of interpersonal communication? (2) To what extent have field workers’ communication skills satisfied the children’s interpersonal needs? (3) What are the areas in which field workers need training in order to improve their communication skills to enable them to effectively meet the children’s interpersonal needs?

The instruments used included three questionnaires, an observation checklist, and an interview schedule. These tools were administered at St. Nicholas Community Development Center to eight workers (66.6%), and (68%).

The study revealed that the workers tended sometimes to care for the children’s affection, inclusion, and control needs. It was found that the older children received less care than the younger children. Boys also received less care than girls. Inclusion needs were less cared for than the other aspects of interpersonal care.

There was no statistical difference when comparing the means of the respondents’ communication behaviours. Implications for improving interpersonal communication between workers and children were drawn.
An External Communication Audit of Trinity Fellowship Discipleship Ministry

Author: Gatobu, Sospeter Kaai. 1996.

Supervisor: Mary Kizito, M.A.

ABSTRACT

The purpose of this study was to perform an external communication audit of Trinity Fellowship Discipleship Ministry’s key publics, so as to recommend an effective communication strategy for the organization.

The research methods employed were: mail survey using self-administered questionnaires; interviews among the staff members of Trinity Fellowship Discipleship Ministry and document analysis.

This study found that although the respondents’ attitude towards the organization was positive, their level of involvement was low. The majority (70%) preferred to pray for the organization. This study also found out that the organization’s overall goal seems to have shifted from serving teachers and student teachers at the university to serving everyone else on the mailing list. This was confounded by lack of clear communicating policy in line with the organization’s goal and objectives. Consequently, the flow of information to and from the organization was not effective.
Worship and Church Growth: A Single Case Study of Nairobi Chapel

Author: Long, Kendra W. 1996.

Supervisor: Robert King, PhD.

ABSTRACT

White (1992) and Wardle (1992) have proposed a link between worship and church growth but their treatment of the issues are prescriptive and bound by the North American culture. In this study I develop a communications model for worship, propose multicultural principles, and derive hypotheses to examine the model in a single case study.

The rapid growth of Nairobi Chapel in the past six years has paralleled changes in its worship practices. A survey of the church congregation demonstrated that the worship experience of the church was in fact linked to its rapid growth. Not only did the worship rank high in importance as a reason to begin attending but it increased in importance as a reason to continue attending. In-depth interviews with the pastor and worship leader plus three focus groups with the congregation supported the explanatory value of the model. The findings complement the insights of King’s (1989b) research in Cote d’Ivoire.

I concluded that: the worship leader and team are a key to the worship experience, the worship experience must be encoded in the cultural media and understanding of the congregation, that worshippers deepen their spiritual understandings as they communicate with God, and that unbelievers drawn by the form of the worship are also attracted by the authenticity of its substance. I suggest implications for church growth that may be applied multiculturaly.
A Communication Audit Among Daystar University Students

Author: Ndegwa, Catherine Gakii. 1996.

Supervisor: Mary Kizito, M.A.

ABSTRACT

The purpose of the study was to perform a communications audit among the students of Daystar University. The audit was to determine the effectiveness of current communications networks, the students’ knowledge of the institution and their attitudes towards it so that such knowledge would form the basis for recommendations in developing and maintaining effective communication with students.

The approach of the study was a multi-stage descriptive survey to explore:

1. How students get their information about Daystar and its goals, programs and its activities.
2. The quality and accuracy of that information.
3. Their opinion and attitudes about the organization.
4. Their suggestions for improvements in communication in Daystar.

To carry out the communication audit, the researcher gathered data in two phases:

Phase I - the researcher distributed self-administered questionnaires to as many students as possible.

Phase II - once the results of the survey had been tallied and analyzed for major trends, issues and concerns, interviews were scheduled with a random selection of respondents to corroborate, explain and amplify survey results.

The results of the study revealed that the students felt that Daystar had many positive features including: Daystar being a Christian university, the cultural mix, the stability of the university (lack of riots), good interpersonal relationships among students. The areas that need improving include: poor communication with the administration, upward communication, downward communication, knowledge of Daystar and its programmes, the media in the college, the physical environment and satisfaction as students in the university.
Men Without Chests: An Anthology of Christian Fiction Short Stories

Author: Obonyo, Levi. 1996.

Supervisor: Jane Awiti, M.A.

ABSTRACT

The purpose of this project is to write six original Christian fiction short stories to be compiled into a book to add to the body of literature available in Kenya. The project assumes that there is no sufficient local Christian literature available.

The stories, written with a bias towards Christian morals, intend to reflect the Kenyan society. “Men Without Chests” will draw the reader’s attention to Christian principles within the context of daily living. “Dust to Dust” deals with the tragedy of death and how to cope with the loss. “Liza, Sweet Liza” focuses on socialization and interpersonal relationship between youths of the opposite sex. “It’s Friday...” draws the attention of the reader to the impact of marital problems on the children. In “Farewell Three Love” the author writes about inter-tribal romantic relationships while a “Conference of Saints” is a hypothetical reconstruction of the heavenly scene prior to the coming to earth of the Lord Jesus Christ.

This thesis project argues that Christians should actively develop a body of serious Christian fiction literature and the project itself is a sample. The collection of stories will be submitted to a publisher for possible release as an independent volume.
Biographical Study of a Christian Worker: The Life Story of Bishop Ezekiel K. Birech, Leader of Africa Inland Church

Author: Tanui, Edward K. 1996.

Supervisor: Jane Awiti, M.A.

ABSTRACT

The purpose of this study was to examine the life of Bishop Ezekiel K. Birech in order to write his biography.

A Christian biography serves as a means of storing the contributions of model Christian servants for the future generations to learn from what these “heroes of faith” did or have done in their lives.

A biographical research involves the collection of data from lives of model people which are reconstructed into life histories that can be read.

Interview method as a tool for collecting data for the project was used. The author constructed open ended questionnaires which he administered personally to the respondents.

Purposive or judgmental sampling method was used to select the number of people to be interviewed. The interviewer administered questionnaires to twenty six people who had known Ezekiel Birech for more than ten years. The people interviewed were drawn from Nairobi, Baringo, Keiyo, Uasin Gishu and Nandi districts.

Ezekiel Birech was born in 1916. He worked as a herdsboy, and spanner boy before going to school. He became bishop of African Inland Church in 1980 after completing theological training at the age of sixty years.
Foundations for the Free Methodist Church of Kenya to Establish an Effective Ministry for the Youth

Author: Umazekabiri, Nathan E.  1996.

Supervisor: Lois Semenye, EdD.

ABSTRACT

The purpose of this study was to explore the need of establishing a youth ministry programme in the Free Methodist Church of Kenya. 

The Free Methodist Church does not have a youth ministry programme nor trained leaders to effectively meet the needs and expectations of young people. Hence the need to have good foundations for developing an effective youth ministry programme that can attract and sustain more young people in the church, meet their needs, and consequently lead to recommendations helpful to the whole church.

To achieve this purpose, a survey questionnaire strengthened and improved by the use of focus groups and interviews was applied in this study. The population surveyed comprised all unmarried youth between the age of 15-29 years, all parents of these and all church leaders who manifested a particular interest in a youth ministry programme.

Among other things the research indicated that: (1) slightly more men than women responded to the questionnaire; (2) the majority of the respondents were aged thirty and above and had only primary school education; (3) most respondents agreed that a youth ministry programme is needed to enhance Christian maturity for young people and has an important role to play in the Christian education of the youth; (4) most respondents agreed that youth leaders should be trained in a youth ministry programme by attending short courses or seminars; (5) the majority of respondents indicated that lack of vision, money, facilities and qualified leaders hindered the church from developing a youth ministry programme; (6) the majority of parents expressed concern about motivating and encouraging their children to attend church and learn the Word of God for their spiritual growth; and (7) the majority of church leaders indicated that the responsibility of the church is to prepare young people for the future.

It is hoped that the results of this research would contribute in aiding the Kenya Free Methodist leaders to develop and maintain an effective youth ministry programme in the church.
Spiritual Warfare Approaches Among Select Christian Groups in Nairobi (An Exploratory Case Study Approach)


Supervisor: Larry Niemeyer, PhD.

ABSTRACT

This research was aimed at exploring the various approaches to spiritual warfare being employed by select Christian groups in Nairobi. It attempted to explain the meaning of spiritual warfare as seen by the select groups. With today’s increased interest in the occult, the Christian needs to be aware of the battle between him or her and the devil and prepare to fight.

An exploratory case study approach was used, adopting a focus group methodology and in-depth interviews to gather data for analysis. A focal objective of this study involved seeking answers to several important questions like, what is the meaning of spiritual warfare? Why is the Church engaged in spiritual warfare? What activities occur during spiritual warfare practices?

Most of the current writings and recent statements on spiritual warfare have come from Europe, America or somewhere else other than Africa. The applicability of their approaches and underlying theologies to Christians outside the European or American cultures is a question one cannot overlook. The problem looms wider as one faces the issue of little or no publication on the topic of spiritual warfare from the African Christians’ points of view. African theologians have written more on topics but few publications on spiritual warfare, thus offering little insight from this cultural context. The Bible, particularly the New Testament, enjoins the believer to wisely approach spiritual warfare ( Eph. 6:10-18) and this according to Mark Bubeck, must be based upon a biblical, doctrinal approach (Bubeck 1975, 20).

Insights acquired from this study help update the present or current knowledge of Church and para-church organizations currently practising spiritual warfare. Secondly, it enables the churches, and para-church organizations and individuals interested in spiritual warfare to know the various churches and organizations already involved in active spiritual warfare. This could facilitate cooperation among churches and organizations and provide resources for one another, and also provide additional methods of spiritual warfare. Thirdly, and finally, this study provides a contrast between Western/European and Africa/traditional paradigms of spiritual warfare.


Supervisor: Lois Semenye, Ed.D.

ABSTRACT

This study analyzed the relevancy of the content of books one to four of Christian Learning Materials Center (CLMC) for ages 13 to 15 (target content), to the children assisted by compassion international in Uganda.

While CLMC generally aimed at meeting the needs of children in Africa, Compassion-assisted children were in a unique situation that was not specifically targeted by CLMC at the time of designing the content that became the target of this study.

The Content Analysis method was used. The themes needed to meet the Christian needs of compassion-assisted children in Uganda (target themes), were identified and the target content was scrutinized to determine the extent to which the needed themes existed in the target content. The analyzed lines were counted and the lines containing the target themes were identified. The frequencies of target themes in each Lesson Unit, Book, and the four books combined were determined.

The percentage computations were matched on the following five points rating scale (Frequency Scale) to determine the level of relevance.

0 ............ 20 ............ 40 ............ 60 ............ 80 ............ 100
Less relevant Somewhat relevant More relevant Most relevant

The study revealed that the average score of all the four books was below 40%. Thus, all the four books were not relevant. Only Book Four fell under the “somewhat relevant” category and the rest were “less relevant.” A deduction was therefore made that Compassion International would have to design their own materials or seriously improvise in the majority of the cases where the content is not relevant.
Interpersonal Communication in Counselling Departments in Nairobi Secondary Schools


Supervisor: Morompi Ole Ronkei, PhD.

ABSTRACT

The purpose of this study was to examine the patterns of interpersonal communication interaction in Guidance and Counseling Departments in Kenyan secondary schools against an interpersonal communication theoretical framework. This study serves as a guide for teacher-counsellors to know the best medium to use so as to effectively communicate with students in counseling situations.

In order to investigate the teacher-counsellor’s interpersonal communication skills, the study was to be guided by the following questions:

1) What are the current interpersonal communication skills used by teacher-counsellors in secondary schools?
2) Does the teacher-counsellor have any professional counseling training or skills?
3) In what environment is the counseling done?
4) How much time is given to a counseling session per student?
5) How does the teacher draw out the student to respond to him/her?
6) Are students free to get counseling any time?
7) Who do students prefer a counselor?
8) Does the student think his/her psycho-social need is adequately met in counseling?
9) How does the counseling process in practice relate to theory in terms of interpersonal communication skills.
Management Practices at Selected Christian Radio Production Centres in Kenya

Author: Misiani, Samuel O. 1997.

Supervisor: Mary Kizito, M.A.

ABSTRACT

The purpose of this study was to describe the management practices of some selected Christian radio production centres in Kenya in relation to the V Theory of management. The V Theory defines managing as a bi-relational process in which the intention of the manager is directed to and actualized in the action of the manager. Under the V Theory “management’s total concern is how to get that total staff producing creatively while fulfilling themselves as persons and professionals, and thereby achieving the purposes of the enterprise.

Through descriptive survey research method the study was designed to answer some questions on how the selected studios were managed in terms of programme production human resource, financial, technical and audience research management. The researcher also wanted to describe how the various functions of management are carried out in these organizations.

The production centres were purposively selected for ease of comparison. To collect the data for the study, research questionnaires were designed for the employees. Interviews were also conducted with the managers using an interview schedule and with some programme producer. The questionnaires were based on job characteristic inventory, testing job variety, autonomy, identity, and feedback.

The findings show that two institutions which were selected for the study namely FEBA and TWR practice a style of management which seems to conform to the V Theory. The study also shows that these institutions are built on strong Christian management principles where commitment and excellence in service are seen from the perspective of Christian calling rather than expectation from the top management. The managers believe that they operate as a family in oneness. By this they mean that the employees care for one another and support one another in achieving their personal and organizational goals.

This concept of ‘family’, on one hand, seems to be a strong argument for dominance of Christian perspectives in the management of these institutions. It seems a clear point of departure from the secular broadcast media organizations in Sub-Saharan Africa where the employees do not see their jobs as an integral part of their life.
Abstracts

Measurement of the Bilingual Abilities of the Bira People of Upper Zaire Province


Supervisor: Emil P. Chandran, PhD.

ABSTRACT

The purpose of this research project was two fold: The researcher wanted to determine whether or not the Bible Swahili is adequately intelligible to the Bira people who speak oral local Swahili not standardized and then to respond to the question of the inadequacy of testing bilingualism using one technique. It was established that bilingualism testing should involve evaluating several aspects of a bilingual situation or language proficiency to have an overall picture of its total evaluation.

During this study an overall evaluation of the Bira bilingual situation was accomplished through a combination of a set of six bilingualism measurement techniques to determine the bilingual abilities of the Bira in Swahili and Kibira. Thus the following techniques were combined: the Sentence Repetition Test, Scriptures Comprehension Test, Translation Test, a Written Leaders’ Questionnaire, Observation Method and Functional Oral Interviews (or Informal Oral Interviews).

The researcher aimed at determining which of these six methods was a best method or best combination in evaluating bilingual ability or language proficiency. He evaluated a sample of 240 Bira. He found that:

1. No one method alone can give an overall bilingual situation or language proficiency evaluation,
2. None of these methods was the best because each of them evaluated something different, thus they were complementary,
3. It is indispensable to combine several methods in a study of language proficiency or bilingual ability evaluation in order to have an accurate evaluation
4. From the performances of these 240 Bira evaluated, the majority of the Bira population were estimated not to be highly proficient in Standard Swahili and not highly bilingual.
5. The Bible Swahili is not intelligible to the majority of the Bira, therefore there is a definite need for a Bible translation into Kibira to help the Bira understand the Scriptures wheel.

In this report, the researcher made suggestions and recommendations to solve the problems tackled in this study. He feels that other language surveyors and language policy makers will find the results of this study very significant, beneficial and useful.
A Study of the Support Networks of the Recently Urbanized Pastoralists in Nairobi

Author: Ongwara, Enoch Eyobu. 1997.

Supervisor: Del Chinchen PhD.

ABSTRACT

The thrust of this study is to establish the needs of the recently urbanized pastoralists in Nairobi in terms of their support networks in the city. As it falls within the communication discipline, effective communication demands the awareness of the needs of a people as a basis for meaningful and strategic input.

The researcher obtained data from Turkana, Samburu and the Maasai of Kajiado and Maasai of Loitoktok security guards in Nairobi. The study reveals that there is an increased exodus of pastoralists into urban areas involving young men, the elderly and the middle aged. The findings of the study uncovered existing needs and gaps in terms of support and suggests possible solutions that could be performed by various development agencies, churches and individuals.

This study reveals that the pastoralists are visible minorities, encountering various problems of adjustment in a competitive environment. They are faced with health hazards and lack of access to health-care programmes. The study also shows that they desire to better their future, gain functional skills and move on to less risky jobs.

Recommendations for remedial measures were made. These measures include Christian nurture and discipleship, provision of health-care programmes, legal aid, development projects, vocational training, lobbying and broadening their networks. A reassessment of policy initiatives in pastoralist areas by government and development agencies needs urgent attention. Making programmes more focused and relevant to the current situation with an eye on the future is also suggested.
The Relationship Between Public Commitment and Self-Persuasion: A Case of Daystar University’s Code of Conduct

Author: Bakanoba, Kivy. 1998.

Supervisor: Faith Gathu, PhD.

ABSTRACT

The purpose of this study was to explore the relationship between a written form of public commitment and self-persuasion. This was done by using the qualitative and descriptive analysis of data collected from the undergraduate students through focus group discussions, and from the staff through in-depth interviews about the signing of Daystar University’s code of conduct.

The study found a weak relationship between a written form of public commitment and self-persuasion. Simply adding the signature to a pre-recorded commitment document did not persuade most of the people concerned to stick to their pledge. Specifically, signing the code of conduct of Daystar University did not necessarily lead the students to abide by it.

The study confirmed the assumptions made by dissonance theorists that for dissonance to occur the people must attribute to themselves the responsibility for the action they have undertaken. If they are signing a public commitment document, they must feel that their choice was not motivated by external forces.

According to the research subjects, presenting the code of conduct as a condition for admission acted as external pressure, and was understood as enough justification for signing it rather than internal agreement with its content. Therefore, for the majority of the student, the signing of the code of conduct became pure image management.

On the other hand, a number of factors were cited as being the causes of its apparent failure in achieving the behaviour change or maintaining the corporate behaviour in the community. Such factors included signing simply in exchange for admission, the environmental influence (e.g. peer pressure, role models), laxity in enforcement of the code and lack or weakness of programmes designed for promoting the code.

This study may be helpful for the institutions and individuals that use the signing of a document as a means of behaviour control. It may also prompt communication scholars to consider a similar study for other findings of dissonance theory, or any other theory that is used in communication.

Author: Kariungi, Agnes. 1998.

Supervisor: Mary Kizito, M.A.

ABSTRACT

Widowhood is becoming a crisis in Africa due to many political conflicts. In the escalating death rates, Kenya also has its share of men’s untimely deaths due to causes like the AIDS epidemic and motor accidents, among others. Men die in greater numbers because of the nature of work involved. These deaths leave many young and some elderly widows. Since 80% of the Kenyan population is said to be Christian, many widows are found within the Church.

The Church has not been known for doing much about her widows. What is the future of our Church widows in a changing society that has discarded traditional leviratic practices which were meant as a measure to care for widows?

The purpose of this study was to explore, describe and analyze Church widows’ challenges and the support mechanisms they apply to cope with widowhood. This was done by surveying widows from six Presbyterian Church of East Africa (P.C.E.A) churches in Nairobi, selected because of convenience and judgmental criteria. They were easy to reach due to their location in the city and the fact that the researcher had some knowledge of this denomination, being a full member.

This study has found that widows have enormous challenges socially, economically, psychologically and religiously. Widows were found to be exploited and a hurting people due to their new life status. They felt severely deprived and abused by the society as a result of which they had become very sensitive and ‘silent’. They were not easy to probe because opening to anybody was to them exposing their ‘self’ for possible exploitation especially by the opposite sex. Despite this, they exposed such challenges that were real and disturbing in life and that were supported to be true by church leaders who interacted with widows in the course of their church ministry. Widows were found to be suffering from lack of companionship because they were afraid of just any company for fear of being scandalized, mostly by other women as well as the rest of the society. Widows felt stigmatized and vulnerable to the society which they blamed for spying on their character. The situation was made worse by the fact that their friends were not genuine anymore after their loss and were known to have cut off relationships with them for fear of interfering with their on-going marriages.
An Investigation of Effects of Pluralization on Political Reporting in the Tanzanian Press


Supervisor: Morompi Ole-Ronkei, PhD.

ABSTRACT

The general purpose of this study was to investigate how media, particularly the newspapers, behave politically in a society which is in transition from authoritarianism to plural democracy. Specifically, the research sought to determine the effects of pluralization on the political reporting of the newspapers in Tanzania.

The last independent newspaper in Tanzania, an African country which became independent in 1960, was nationalized in 1965. From that time all media became the instrument of the government to propagate the socialism policies formulated by the single ruling political party. In 1992, in a major political change, other political parties were legally allowed in the country thereby making Tanzania one of the merging African pluralist states. These changes resulted in the multiparty political election which was held in 1995.

Using the content analysis method, newspapers published during two periods of political campaign were analyzed. The periods included the 1990 single-party authoritarian political campaign and the 1995 multiparty democracy campaign.

Newspapers published in these two periods were carefully analyzed for political reports appearing on the front page. Basing on the normative theories of the press, theories which make a distinction between the behaviour of the press in a democratic society and in an authoritarian society, the analysis concerned number of articles carried out, news whole coverage, length of the political reports, group association of news makers, selected political themes and the direction of the political reports. Statistical tests were applied in order to determine the significance of the differences noted by the study between the two periods.
A Communication Evaluation of Participatory Rural Appraisal (PRA) in Selected World Neighbors - East Africa Programmes Areas.

Author: Muthengi, Kimanzi. 1998.

Supervisor: Faith Nguru, PhD.

ABSTRACT

The purpose of this study was to evaluate the Participatory Rural Appraisal (PRA) process as a communication process, as used in selected World Neighbors East Africa Programme areas. This was done in order to make suggestions and recommendations that will ensure that the PRA remains an effective development communication tool.

A qualitative approach was used to explore the influence of different communication, conceptual and institutional factors in the PRA process. The evaluation involved looking at PRA as a long term and an ongoing communication process. A total of six sample village groups in the three WN-EA programme areas - Ukambani, Kitui and Taita participated in this evaluation.

The research demonstrated among other things; the importance of such variables as time, the quality of facilitation and focus on the process rather than the PRA tools. Institutional factors such as status, age, village representation and gender also came up in this study as influencing the PRA process. Further still, this study has recommended the use of evaluation and monitoring tools to act as quality control measures during the PRA. Again, the study has shown that PRA as a development communication process needs to be complemented by resource support and a communication strategy, to endure as a long term communication process. By so doing, PRA will be strengthened as an effective stimulant to the development process.

This study will be useful to WN-EA, development and other organizations that use or will use participatory methodologies as well as development communicators in general.
Towards A Code of Ethics for Members of Kenya Union of Journalists

Author: Njuguna, Perpetua Wanja 1998.

Supervisor: Morompi Ole Ronkei, PhD.

ABSTRACT

Journalism has become a popular profession for young people leaving school or college for it is easy to secure a job as a journalist because there are numerous newspapers, magazines and broadcasting stations that have emerged in the recent past. From a handful of only one broadcasting station at independence in 1963, there are over 50 publications to-date and five broadcasting stations.

Journalists in these publications and broadcasting media have an obligation to themselves and to society to do their work properly and in an ethical manner. Often, they are faced with a dilemma on what to do when confronted with a moral issue. The purpose of this project was to provide members of the Kenya Union of Journalists, (KUJ) a body that brings together over 200 Kenyan journalists who work for both local and international media (the largest number of journalists under one body), with a code of ethics which would guide their day to day duties and help standardize their work ethics. This is hoped to result in professionalising journalism in Kenya.

This project found that though members of the KUJ have been working without a code of ethics, they have been guided by those that are created by the media organizations for which they work. Those codes are a replica of those from the Sweden forum a large part of which does not address journalists within a Kenyan cultural context.

The research method applied here was a group discussion facilitated by a questionnaire and codes of ethics from other countries. These were provided to each participant before hand for discussion in a forthcoming forum on the project. Later, seven people associated with journalism and who had been given a copy of the recommendations of the forum separately met with the researcher to deliberated on those recommendations. From what emerged in the discussions, the researcher made the final analysis of their recommendations to formulate a code of ethics for KUJ members.

It is hoped that the information and suggestions presented in this project will help journalists, journalism teachers, students and other people interested in the conduct of their own staff members in helping them to formulate their own codes of ethics and also furthering this project beyond just a code of ethics.
The Utilisation of the Interpersonal Pyramid Model for the Evaluation of Discipleship Programmes: A Case Study of Riruta Baptist Church

Author: Ntamushobora, Faustin M. 1998.

Supervisor: Del Chinchen, PhD.

ABSTRACT

The concern of this study was to explore and evaluate discipleship programmes in Riruta Baptist Church utilising the Interpersonal Pyramid Model (IPM) of Grunlan and Mayers in their book, Cultural Anthropology: A Christian Perspective (1988). The final stage of this model is apprenticeship which is widely practiced in discipleship and traditional leadership development in Sub-sahara Africa (as the literature review will show).

Focus group discussions, in-depth interviews, and unstructured observations were used as data collection techniques. After the analysis of the data, it was found that discipleship programmes in Riruta Baptist Church were conducted in forms of Bible studies and fellowships. The stages of the IPM existed, to some extent, in the discipleship programmes in Riruta Baptist Church, except for the highest stage in the pyramid, the apprenticeship level. However, the practice of each stage that existed in the Church was not as fully developed for the discipleship purpose as they could be. For example, trust was still at the reporting of facts level. The disciples, however, expressed interest in improving relationships within the discipleship groups. Although the pastor was loved and highly respected by the disciples, he was not practising any true apprenticeship relationship with the members. The researcher concluded that there was need for apprenticeship in Riruta Baptist Church. The research has been significant for Riruta Baptist Church because the implementation of its findings would contribute to its growth.

Also, the IPM was found to be somewhat culture specific. Therefore, if the research model was to be applied elsewhere in Africa, then it needed cultural adaptation. The researcher hopes to apply the model in the churches in Rwanda.
The Coverage of Rape by the Kenya Dailies: A Content Analysis


Supervisor: Mary Kizito, M.A.

ABSTRACT

The researcher investigated the coverage of rape by two Kenyan dailies, East African Standard and Nation, between 1990 and 1992. Using content analysis as the research method, he sought to determine if the two dailies had given rape, a taboo issue in Africa, prominence in their coverage. He also aimed to establish the ratio of female writers to male writers, to know the type of stories most often covered and to compare the police statistics with the media coverage.

The study was triggered by the July 1991 St. Kizito High School rape event, in which the school’s male students stormed the female student’s dormitory and raped over seventy of female students. Nineteen female students died during the incident.

In this study, the researcher assumed that the media coverage given to the St. Kizito incident was a one-time event; hence, rape would not later receive prominent coverage in the media. Also, stories to be covered later would be short in length and placed in the inside pages. However, the study revealed that rape had been given prominence in the media prior to the St. Kizito incident. The media coverage prominence given then, however, did not trigger a public debate over the issue as did the St. Kizito event.

The study’s significant findings were: 1. The Kenyan print media gave rape prominence as demonstrated by issue page placement and the length of the story. 2. The media agenda set for the St. Kizito incident became a public agenda. 3. The number of reports reaching the police was higher than the volume of “rape” news that reached the newsrooms.
The Uses and Gratifications of Magazine Readership Among Women in Nairobi.

Author: Wanjiku, Dorothy. 1998.

Supervisor: Mary Kizito, M.A.

ABSTRACT

The purpose of this study was to establish the uses and gratification of magazine readership among women in Nairobi with the express purpose of giving recommendations to magazine publishers and editors regarding how they could match their contents to requirements of women readers. Further, the study also sought to give a profile of the woman magazine readers in Nairobi.

A survey was done in 1998 of 186 respondents to determine women’s reading habits and the gratifications they obtained from reading magazines. The researcher with the help of two assistants distributed self-administered questionnaires to the sample.

The findings indicated that women read all types of magazines; they also preferred to buy their own copies. Fifteen magazines were identified as those read regularly. They ranged from social magazines that were most popular to news magazines. Women magazine readers turned out to be young, well educated, mostly single with relatively well paying jobs and could therefore afford their own copies. Women readers also preferred content including relationships and marriage primarily as well as professional advancement and religious matters.

When factor analysis, a statistical procedure that is used to identify common traits was applied to the data, eight gratifications for magazine reading were identified. These were social identification, interpersonal interaction, seeking information for self-improvement, self-understanding, spiritual inspiration, entertainment and relaxation, escape from reality and time filler gratifications. Though these gratifications confirmed findings of other studies on media use, the importance attached to them differed. For example, social identification, or the need to feel attached to others came out as the strongest gratification obtained from magazine reading, a category that does not have very strong showing in the literature. This seemed to indicate African audiences might obtain somewhat differing gratifications for magazine use as compared to western ones.
An Evaluation of the Kenya Red Cross Society Emblem Protection Campaign in Nairobi

Author: Kiiti, Jennifer Nduku. 1999.

Supervisor: Mary Kizito, M.A.

ABSTRACT

The purpose of this project was to evaluate the structure, planning and implementation of the emblem campaign carried out by Kenya Red Cross Society (KRCS) from 1995. The evaluation also sought to know whether the target audience had acquired knowledge on the meaning and purpose of the red cross emblem.

To accomplish these objectives, in-depth interviews, self-administered and interview-administered questionnaires were used to generate qualitative data. Documentation on the campaign were also reviewed. The sample comprised of campaign organizers, implementers and emblem users who had been approached by KRCS during the campaign.

On the planning of the campaign, the project found that the campaign required a defined time-frame. The project also found while implementing the campaign, the organizers aimed at changing the behaviour of emblem users, however did not address the root cause of the problem. The root problem was identified as lack of enforcement of the law by government departments charged with the task.

On the outcome of the campaign, those approached did acquire knowledge on the meaning and purpose of the red cross emblem. This was accomplished mostly through the interpersonal networks carried out by the actual implementers of the campaign.

The project further found that most persons using the red cross emblem were doing so because others were also using it. This highlighted the need for a follow-up comprehensive campaign that would target all users with priority being the general public.

In future campaigns, the KRCS would need a systematic approach in setting clear and measurable objectives to facilitate the monitoring and evaluating of the campaign and a set time-frame for the planning, implementation and execution of the campaign.
An Evaluation of the Communication Effectiveness of Selected Television Commercials

Author: Ndung’u, Catherine 1999

Supervisor: May Ondeng’, M.A.

ABSTRACT

The purpose of this study was to evaluate the communication effectiveness of two toilet soap commercials. The researcher also sought to understand how audiences process television advertising based on the involvement theory. Interviews and focus groups were used to collect data.

It was discovered that the commercials did not achieve some of the set communication objectives. One lacked the ability to persuade the audience whereas the other failed to arouse interest and desire for the advertised product. This was attributed to the type and amount of information provided and the style of execution.

It was concluded that creativity in the use of humor, drama, and music is important for arousing interest in the product but sufficient information is necessary to elicit purchase intention. It was also discovered that attitudes toward commercials and the brands advertised may develop in low-involvement situations. However, these attitudes do not always lead to purchase behavior. At the conclusion of the study, a set of guidelines was developed for advertising practitioners.
Audience Survey of Jitegemea Magazine

Author: Ngare, Joseph K. 1999

Supervisor: Del Chinchen PhD.

ABSTRACT

The purpose of the study was to identify the target audience of The Jitegemea magazine, its demographic characteristics and needs, and evaluate the magazine’s content, distribution, frequency, price, choice of language and layout.

To pick out the ‘target audience’, the study sought data from ‘audience reached’ (readers) and ‘potential audience’ (non-readers). Descriptive survey method was used to collect data from a stratified sample of 747 respondents (composed of 544 readers and 203 non-readers) in 25 PCEA congregations. Twenty vendors of the magazine and thirteen PCEA administrators evaluated The Jitegemea.

The study identified the target audience as people aged between 25 and 49 (early to middle adulthood), married, age-range of most of their children is 12 to 19 (adolescents), have at least secondary education but not above college, and majority are farmers, business people and teachers.

The evaluation exercise revealed that: much content be on spiritual growth, PCEA news and youth issues; every PCEA parish to have a vendor; frequency be monthly; to cost between Kshs 20 and Kshs 30 per copy; be written in English; and go for magazine-format instead of the current newspaper-format.

The potential of The Jitegemea can be fully utilized if the PCEA implements the findings of this study.
An Exploration of Interpersonal Communication Patterns in Agape Fellowship Centre at Madaraka Estate Nairobi

Author: Murimi, J.B.K. 1999.

Supervisor: Jane Awiti, M.A.

ABSTRACT

The purpose of the study was to explore interpersonal communication patterns in Agape Fellowship Centre (AFC) at Madaraka Estate, Nairobi.

A descriptive survey method was used and a self-administered questionnaire was distributed to a sample of 110 members of AFC. However, 99 questionnaires formed the basis of data after editing. This study established that despite the depth of Christian values, members of the same congregation get their interpersonal needs met through selective interpersonal communication/relationships. This selectivity, referred to as interpersonal communication choice, the study established, is influenced in diverse degrees by various factors which include age group, gender, social/economic status, education level, proximity and friendship, with the area of residence having the highest influence.

The study revealed that the majority of the members of AFC congregation appreciated, and indeed, interacted with other members, allaying the fears the researcher had and which prompted this study. However there were some members of the congregation who did not visit other members while some others were not visited at all. While the pastor was depicted to be people-centred, he was, however, portrayed by the data to attend to physical needs of members a little bit more than their spiritual needs.

While recommendations on the line of action by the pastor and the leadership team have been suggested to help AFC in arresting the negative rate of growth detected and instead attain even a higher level of growth, further study, using this survey as the basis, has been recommended to establish the impact, if any, of interpersonal communication on church growth.
A Public Relations Audit of Selected Publics of Kenya Wildlife Service

Author: Wamba, Elizabeth. 1999.

Supervisor: Mary Kizito, M.A.

ABSTRACT

The purpose of this study was to perform a public relations audit of selected publics of Kenya Wildlife Service (KWS), as to recommend new strategies that would enhance its operations. The study used the descriptive survey method of self-administered questionnaires and interviews to gather the information from the employees, institutional donors of KWS and the management.

The data showed that the employees generally had a negative standing towards KWS management as opposed to that of the donors which was slightly positive. The employees felt that: their problems and complaints were ignored; there were cases of favouritism; management behaved negatively; and abrupt changes in management depicted a negative image on the organization.

On communication channels, the employees felt that the most popular were the grapevine, letters, memos, and the notice board while the most unpopular was the staff newsletter. The internal communication strengths were memos and the radio while the weaknesses were upward and untimely communication. In addition, there was inadequate upward communication and inefficient downward communication. The communication channels with the donors by KWS management were letters, discussions, quarterly reports and the mass media. The communication strengths were easy communication with the management of KWS as well as receiving up-to-date information. However, the weaknesses of communication between the two parties were inadequate information and lack of candid information.
A Study of Fundraising for Environmental Conservation Initiatives by Non-Governmental Organizations in Kenya

Author: Waudo, Robin. 1999

Supervisor: Baruck Opiyo, PhD.

ABSTRACT

This study set out to examine the process of fundraising by NGOs involved in environmental conservation initiatives in Kenya, focusing on their strategies of fundraising from local sources as well as their fundraising behaviour. It used conceptual models of fundraising developed by Kelly (1995). Kelly’s models describe fundraising behaviour according to an organization’s purpose for fundraising, the nature and direction of communication, and the kind of research involved in the process. The study also identified the sources and mechanisms of funding used by environmental NGOs, and the types of contributions they received from donors.

Descriptive survey research method was used, and seven out of 71 environmental NGOs were sampled. This study’s findings show that the forging partnerships with other organizations, providing consulting services, research and training, recruiting members and volunteers, using events, and unique strategies like the “Adopt-a-Rhino” scheme by Friends of Conservation were the predominant fundraising strategies used. Their fundraising activities were identified as proposal writing, organizing events, sending direct mail and personal letters, and making face-to-face presentations.

The study further established that donations by corporations, individuals, other NGOs as well as membership enrollment and sponsorship by donors are important local sources and mechanisms of funding used by environmental NGOs in Kenya. Local contributions include financial contributions and donations in kind.

This study concludes that environmental NGOs need to identify and understand the needs of potential donors. Donors were found to be interested in funding projects that are mutually beneficial to themselves and recipient organizations. The study also recommended that these organizations endeavors to create and maintain open communication with donors in order to reach mutual understanding.
Coverage of Domestic Violence: A Content Analysis of Two Kenyan Newspapers.

Author: Damap, Theophilus Aristakus. 2000

Supervisor: Mary Kizito, M.A.

ABSTRACT

This study was prompted by Kavata whose husband was a police constable. He had beaten her and left her for dead. She died later in the hospital. The researcher, therefore, set out to determine the extent to which East African Standard and Daily/Sunday Nation newspapers covered stories on domestic violence before and after the Kavata case, between June 1998 and May 1999.

Content analysis was the research method used for the study. This method was chosen because the focus of the study was on newspaper content. This method is unobtrusive and it enabled the researcher full access to all the required data. The units of analyses were any story on domestic violence, the editorials and letters to the editors of the newspapers. Coding sheet with nineteen categories, in which these units of analyses were put, was designed and used by the researcher to investigate domestic violence stories published in the newspapers. A total of 456 stories on domestic violence formed the population from which data were drawn for the research.

The research found evidence in the media coverage that culture influenced the perpetration of domestic violence. An example of this was the affirmation of manhood and wife beating for disciplinary reasons. It also found that police, in line of duty, intervened in domestic violence issues. The research also found that the church was not adequately represented on the scene of domestic violence incidents. The study found that newspaper coverage on domestic violence stories increased in the six months after the Kavata’s case.

It is the view of the researcher that culture played an important role in issues of domestic violence.
ABSTRACT

Seven decades have passed since the first contact of the Babira, one of the largest ethnic groups in the Upper Zaire or Oriental Province (DRC) with the Evangelical Brethren Church (EBC). However, this Church’s efforts to communicate the Gospel message to this target audience have proved neither effective nor adequate. In other words, the Babira have not been receptive to the communication of the Gospel message as intended by the EBC, and as a result most of them remain to some degree untouched by the Gospel message.

This study set out to investigate and identify possible factors which have hampered this effective receptiveness of the Gospel message among the Babira, so as to learn ways or means through which more effective communication of the Gospel can be planned and enhanced, and to provide the EBC or any other Christian organizations involved with the Babira knowledge about some fruitful communication strategies that can enable them address this challenge and curb the spread of religious sects among them.

To achieve the purpose of this study, two research methods were used. On one hand the researcher used a descriptive survey, employing a semi-structured interview technique with 27 EBC Gospel communicators playing the role of the message source: 14 EBC Church leaders or pastors, 12 social workers serving with para-church organizations associated with the EBC and 1 expatriate missionary. Participants in this interview were purposefully selected following the criteria set in the third chapter of this study. In addition, the researcher conducted 12 focus group discussions with purposefully selected Bira people (message receivers) from different segments of their population, from among adult men, adult women and the youth in three areas, Nyankunde, Kunda and Makayanga.
Democracy in the Baptist Convention of Tanzania: A Study of the Understanding and Practice of Democracy in Decision-Making

Author: Eseka Kipimo. 2000

Supervisor: Marta D. Bennett Ed.D.

ABSTRACT

The purpose of this study was to explore the understanding and practice of the concept of democracy in Baptist churches in Tanzania as related to decision-making and leadership selection in the local church. The areas of concern related to the understanding of democracy, the practice of democracy, and the conflicts in a democratic government in church policy were considered in this study.

A survey method with self-administered questionnaires were used to collect the needed data. This data gathering instrument utilized both closed-ended questions as well as open-ended questions. The questions were designed to seek Baptists opinions concerning understanding of democracy and its practicality among local Baptist churches of Tanzania.

The study revealed that Baptist churches of Tanzania understood the concept democracy. People seemed to have a good grasp of a theological meaning of this concept. However, the study revealed that what was understood was not actually practiced. This contradiction between understanding and practice of democracy in the Baptist Convention of Tanzania was primarily due to cultural conflicts. The cultural conflicts included the difference of cultural values and the new patterns of leadership as introduced by missionaries in contrast to traditional cultural patterns.

This study is of use by missionaries to strengthen the awareness for the need of contextualized leadership patterns with the Baptist Convention of Tanzania. The study is useful for pastors and lay people who understand the source of conflicts related to the democratic system within their churches. This study also illuminates the causes of conflicts within the Baptist churches in Tanzania and gives advice on how they may be avoided.
FM Listenership: Uses and Gratifications Among Selected Christian Youth in Nairobi

Author: Gatere, Bernice Ndegi. 2000

Supervisor: Mary M. Kizito M.A.

ABSTRACT

The purpose of this study was to determine the uses Nairobi Christian youth put FM messages and the kind of gratifications they get from listening to FM radio. This study serves as a guide and source of information to organizations wanting to start FM stations, particularly Trans World Radio.

In the investigation of FM listenership among Christian youth in Nairobi, the researcher used the descriptive survey method. She used self-administered questionnaires with both open-ended and closed-ended questions.

The researcher selected 400 youth from 10 major Churches in Nairobi to take part in the study. The researcher worked with the youth pastor/leader in those Churches in the course of administering the questionnaire.

The study revealed that youth listen to FM Radio because they like the music, which they described as lively. They also said that they find the FM stations entertaining.

The study also revealed that radio presenters influence the listeners’ choice of the station. The most liked presenters were chosen because they are lively.

The researcher has given several recommendations to programmers and existing and potential station owners that would help in producing and broadcasting material of interest to a youthful audience. These include exploring what the youth really mean by the word ‘entertaining’ and how to incorporate this in the music and presentation. It also includes selecting and purchasing the latest music and either employing ‘interesting’ presenters or training existing ones to be ‘interesting’.
Music Communication in Christian University Chapel Services: A Case Study of Daystar University – Athi River Campus

Author: Githaiga Jennifer N. 2000

Supervisor: Robert King Ed. D.

ABSTRACT

The purpose of this study was to determine if music, as a channel of communication, was being employed in Christian University chapel services such that it contributes positively to the whole worship experience. The research took place at Daystar University’s Athi River Campus which is located outside of Nairobi, Kenya.

To explore the use of music as a channel of communication at Athi River chapel services, the study adopted a qualitative approach, using a descriptive format and the case study method. Participant observation, in-depth interviews, and focus group discussions were employed to obtain data from students and staff at Athi River campus.

The findings revealed that there existed barriers emanating from the communication source (the facilitators), channel (chapel music), and external sources that hindered the effectiveness of music as a channel of communication in worship services.

A number of recommendations regarding the use of music as a channel of communication in chapel worship have been given. These include laying out objectives for chapel music, identification of primary and secondary audiences at chapel services, use of teaching aids in the teaching of songs, liaison between singers and instrumentalists, and the establishment of one faculty and one non-teaching staff worship team, in addition to the student worship team already in existence. This study serves as an aid to facilitators of chapel music, in preparation for and actual leading of music for worship.
ABSTRACT

The researcher set out to study the status accorded to professional media women and the challenges they faced that have taken place in economic, political, technology and the Kenyan society.

The descriptive survey method was used to study professional media women working for the mainstream media in Kenya. The questionnaire was used to gather data for the study, which was analyzed, by use of Statistical Package for Social Scientists (SPSS).

The study found out that despite the many changes that have taken place in Kenya’s economy, politics, technology and society, their impact on women working in the media is minimal due to traditional practices and stereotypes which deny women chances in decision making levels.

The researcher recommends that the greatest professional media women in Kenya should be united, acquire the necessary media skills and lobby to be included in decision-making levels to improve their status and the challenges they are currently facing.
The Impact of Discipleship on Church Growth: A Case Study of Parklands Baptist Church, Nairobi

Author: Kinyua, Daniel M. 2000

Supervisor: Marta D. Bennet, Ed.D.

ABSTRACT

The purpose of this study was to explore and describe how discipleship as an intentional program relates to church growth through a case study of Parklands Baptist Church, in Nairobi, Kenya. The components of balanced church growth include quantitative (numerical), qualitative, and organic (leadership) growth. The components of discipleship include knowledge, skill, and character. To understand the impact of an intentional discipleship program on church growth, the researcher explored the relationship between the two sets of components.

After the analysis of the data, the researcher concluded that the intentional discipleship program had played a key role in the rapid and balanced growth of Parklands Baptist Church. It was also confirmed that part of the discipleship program at Parklands Baptist Church is not intentional because it is not specifically designed to nurture a Christian and equip him or her in order to multiply. About 23.3% of the regular members among the respondents were found to be involved in the discipleship ministry. The discipleship program covers all ages and status of church attendees.

The intentional discipleship program has contributed to the numerical, qualitative, and organic growth of Parklands Baptist Church. Attendance in worship has grown from 400 to 1500 within fourteen years. Members are involved in missions and training even outside their church. Some of their discipled members have gone out to serve other churches, which were in need of pastors.

The data collection techniques used in this study included questionnaires, in-depth interviews, and focus group discussions. The two pastors, the chair person of the discipleship, teaching, and training committee, twelve church leaders who represented various church departments, seven members of the discipleship group, teaching and training committee, one hundred and twenty regular church attendees, and nine representatives from current discipleship classes formed the target population that was studied.
Leadership Development for Church and Para-Church Organizations: An Exploratory Study of Selected Followers and Leaders in Nairobi, Kenya

Author: Kyeyune, Henry E. 2000

Supervisor: Marta D. Bennett Ed.D.

ABSTRACT

The purpose of this study was to describe Christian leadership and how to identify, select and train leaders for church and para-church organizations. The researcher conducted focus group discussions of selected followers to find out: what constitutes leadership, what expectations followers have of leaders, and what is the criteria for leadership identification and selection.

The focus groups were also used to identify people considered Christian leadership role models in Nairobi. The leaders selected were then interviewed to find out how they became leaders. They were also interviewed on the challenges of leadership, the role of women in Christian leadership and leadership training and succession.

The results from the study indicated that Christian leadership is service to God and to people. A Christian leader should have the following qualities: he/she should be called by God; should have a divinely inspired vision and be a man or woman of integrity. In addition the leader should be competent for the task and also have good interpersonal and public communication skills.

In terms of selection, it was observed that there is a tendency to think of men as leaders although women leadership is becoming more acceptable. It was also discovered that ethnicity plays a big role in leadership selection.

The training of leaders should emphasize practical application rather than theory, by using internships and apprentice-mentorship relationships. It was further recommended that training should occur in the context in which the potential leaders will serve.
The Use of the LePSA Methodology in Primary Health Education Programme, Northern Diocese of the Evangelical Lutheran Church in Tanzania: An Evaluation

Author: Makando Estomihi A. 2000

Supervisor: Emmanuel D. Mbennah, PhD.

ABSTRACT

The purpose of this study was to evaluate the LePSA methodology as it is employed in the peer educators seminars of the Primary Health Education Programme (PHEP) of the Northern Diocese of the Evangelical Lutheran Church in Tanzania.

One objective of the study was to determine the extent to which the peer educators' seminars PHEP were learner-centred. Another objective was to determine the extent to which the seminars were problem-posing.

The third and fourth objectives were, respectively, to determine the extent to which the seminars were self-discovery and the extent to which the seminars were action-oriented.

The fifth objective of the study was to identify the communication strategies employed in the PHEP seminars in the course of disseminating the primary health education messages to the peer educators.

The study was an evaluative survey employing the observer – as – participant position of the observational method of data gathering. Stratified sampling was the technique used in determining the size of the sample for the study.

The study found that the extent of learner-centredness in the seminars was only about 45%; the extent of problem-posing in the seminars was only about 48%; the extent of self-discovery in the seminars was only about 41%; and the extent of action-orientedness in the seminars was only about 40%.

It was also found that in the PHEP seminars attempt was made to use participatory communication as a method and technique of disseminating the primary health education messages to the peer educators.

The implications of these findings are that the LePSA methodology as it was employed in the PHEP seminars left much to be desired. It is recommended that the trainers of the peer educators should employ a communication strategy that might enable them to understand their audience before they attempt to reach them with educational messages.

It is also recommended that trainers using the LePSA methodology should be properly trained, as the methodology appears simple but rather too involving.
Factors Contributing to the Continuity or Discontinuity of Magazines Published by Selected Parachurch Organizations

Author: Mutuma, Mugambi Freminus 2000

Supervisor: Mary Kizito, M.A.

ABSTRACT

The purpose of this study was to identify and describe the factors contributing to the continuity or discontinuity of Christian magazines published by selected parachurch organizations and churches in Kenya. The study arose out of the need and value of the magazine ministry as a communication tool for the church.

The data was collected from various groups. The descriptive survey method was used to collect this data from the selected parachurch organizations and churches. There were 50 readers, members of various churches believed to be readers of the selected magazines. The researcher and his assistants administered questionnaires to twenty newspaper and magazine vendors within various places in the city of Nairobi. A questionnaire was also administered to three key leaders of each of the chosen parachurch organizations.

The findings from each group indicated things as per the issues under study. From the newspaper and magazine vendors the findings indicated that most of the Christine magazine were not highly bought and that most of them did not include newstands as channels for the distribution of their magazines. Another point noted was that most of them were irregular hence a lot of reluctance in accepting them. From the editors and publishers, the comments varied with the magazines. The size of the staffing depended on the size of the magazines. The common factor among them however was the need for more trained personnel. The findings also indicated that the magazines suffered on issues of finances, distribution and circulation network. Other problems were on facilities and equipment and lack of an ecumenical approach in magazine production.

To be more effective in magazine production it was recommended that the editors and publishers need to be reader-oriented in their coverage of issues. There is also a need to recruit qualified staff as well as organizing training sessions for those already working inorder to improve the quality. Churches and parachurch organizations should have an ecumenical approach towards magazine production and distribution. Through this paper, it is the hope of this researcher that despite there being a staggering proliferation of media outlets Christian magazines have a bright future.
ABSTRACT

This study looked at the coverage of the filing and outcomes of the 1992 parliamentary election petitions as well as at the direction of coverage of petitioners to determine whether *Daily Nation* and *Kenya Times* were biased in their reporting. Bias was defined as the systematic differential treatment of KANU and Opposition candidates and supporters with regard to the extent, prominence and direction of coverage. A comparative analysis of the dailies was done to determine if they differed in their coverage. Content analysis method was used. All news stories published between 1993 and 1995 about the filing and outcomes of the petitions were included in the analysis. The units of analysis were the story, the headline and the sentence.

The study found that the dailies are more likely to be biased when covering the events where petitioners are parliamentary candidates than when covering those where petitioners are the electorate. Barring the direction of sentences where *Daily Nation* treated KANU and Opposition candidates similarly, the daily was biased in favour of Opposition candidates as far as selection of filing, withdrawal and dismissal of petitions as well as display of stories and slant of headlines were concerned. It was only in the slant of sentences that the privately-owned daily was biased in favour of Opposition supporters.

Meanwhile, *Kenya Times* treated KANU and Opposition candidates similarly in headlines. The daily was, however, biased in favor of KANU candidates as far as selection of dismissal and striking out of petitions were concerned. It was also biased in favour of KANU candidates with regard to the display of stories about filing of petitions and the slant of sentences. The government-owned daily was found to be biased in favor of KANU supporters only with regard to selection of petition withdrawal and the display of stories about filing of petitions.

The findings reveal that many of the allegations of biased reporting that have been leveled against the two newspapers are indeed valid, at least as far as coverage of election petitions is involved.
Theocratic Leadership in the Church: A Case of Christ’s Co-Workers (Chrisco) Church in Nairobi, Kenya

Author: Ngizulu, Simon M. 2000

Supervisor: Marta Bennet, Ed.D.

ABSTRACT

The purpose of this study was to examine and explore the process of theocratic decision-making and to find out specific ways in which Christ’s Co-workers (Chrisco) leaders applied this process to the running of church affairs. It focussed on the procedure of theocratic decision making in the appointment of officials.

The study used qualitative methodology with in-depth interview and self-administered questionnaire as methods that helped to collect data. Eighteen leaders and seventy-two Elders, Deacons and Deaconesses were the participants to the study. Data was analyzed in a descriptive narrative manner under topics.

The findings revealed generally that theocratic decision-making was viable if the God-appointed people worked in a board meeting where members of the group operated as equals in the decision-making process. It was also established that decision-making in the appointment of officials should consider four elements. These were, the involvement of people’s opinion (at large or small scale), the mind of God on appointment of the candidate, the assessment of the person’s character and the workings of God in the potential candidate.

Recommendations and further possible studies were passed on into the church leadership. The researcher wished the leadership would consider the implementation of these recommendations for the welfare of the church.
An Evaluation of A Theological Education by Extension (TEE) Programme: A Case Study of Oldonyo Sambu TEE Programme of the Diocese in Arusha Region of the Evangelical Lutheran Church of Tanzania

Author: Ngobei, Nathaniel. 2000

Supervisor: Chip Kingsbury, M.A

ABSTRACT

Training of church leaders has become an urgent need in many churches, particularly, in developing countries. Different churches have adopted different ways of training their church leaders, for example, through residential Bible schools and Theological Education by Extension programmes. Their main goal is to try to overcome the existing problem of a shortage of trained church leaders. Although different people have shown their willingness to serve God, it is however important to equip them with knowledge and skill in order to enable them to minister better. They will be in a position to help other people to understand the word of God better and help them to grow spiritually. Spiritual growth leads a Christian to an eternal life which is the ultimate goal of Christian faith.

Theological Education by Extension (TEE) programmes have become more popular in many churches today in the effort of training church leaders as compared to residential Bible schools. There are different reasons for this, but the main ones are the possibilities which TEE offers for training a large number of church leaders in a given period in comparison with residential Bible schools, and the other one is the advantage which TEE offers of training church leaders where they are. They can, therefore, study while they are continuing to perform their day to day church ministries. The TEE students have, therefore, an opportunity to practice continuously their theoretical knowledge. They can relate what they learn in theory to their day to day church ministries.

In order to know whether this TEE programme has so far achieved its goals a study like this one had to be conducted. The research findings of this study are expected not only to help the Diocese in Arusha region of the Evangelical Lutheran Church of Tanzania to know whether or not it has achieved its goals in relation to this TEE programme, but it is also expected that the conclusions and recommendations of this study will act as a guideline on how this TEE programme will offer its services more effectively.

Author: Njoroge, Peter Thuku. 2000

Supervisor: Emil Chandran, PhD.

ABSTRACT

This study examines how the Kenya daily newspapers applied strategy and policy styles of political campaign reporting during the 1992 and 1997 pre-election presidential campaigns. Strategy was conceptualized as any campaign tactic used by presidential hopefuls to win or gain advantage over other contenders. Policy was conceptualized as information proposing solutions to problems affecting Kenyans as advocated by presidential candidates.

A content analysis research methodology was used to study the coverage in respect to strategy and policy styles of political campaign reporting for the two election periods. Results indicate there was more frequent use of strategy style of reporting than policy style in both elections. The findings also show there was more strategy-oriented coverage in 1992 than 1997. While there was a marginal increase in policy coverage in 1997, observations across dailies show overwhelming use of strategy style of coverage in the two election years.

The Daily Nation ranked high in strategy coverage as compared to both the East African Standard and the Kenya Times. The study found that the incumbent (Moi) received more coverage across dailies than opposition presidential contenders.
Corporate Image Building in the Service Sector: A Study of Passenger Knowledge and Perceptions of Kenya Airways

**Author:** Nyaga, Rahab Njeri. 2000

**Supervisor:** Mary Kizito, M.A.

**ABSTRACT**

The purpose of this study was to conduct an image audit on the Kenya Airways’ passengers to determine what knowledge and image they have of the airline. The study aimed to determine the extent to which Kenya Airways’ expressions or communication through its public relations department has helped shape this image.

The study surveyed Kenya Airways passengers and Kenya Airways’ management. A self-administered questionnaire was developed and used to collect data from the passengers and an-in-depth interview was conducted with Kenya Airways’ Public Relations and Advertising Manager as a representative of Kenya Airways. A total of 342 questionnaires were returned and analyzed using the SPSS data analysis program.

The study found that the overall image Kenya Airways’ passengers held of the airline was positive. First-hand experiences with the airline emerged as most influential on attitudes, while reports and recommendations by friends and acquaintances also helped shape the image held. Advertising and publications though the most visible form of communication were not indicated as most influential on attitudes. The bulk of Kenya Airways passengers were from Africa although the airline seemed to have concentrated its image-building campaigns in Europe. Europeans were better informed about Kenya Airways than Africans.

These findings imply that Kenya Airways needs to pay more attention to Africa to ensure this source of the majority of its passengers is well informed about the airline. Staff training to make sure all employees are able representatives of the airline could be beneficial, especially in ensuring positive first-hand experiences for the passengers.

Author: Nzioka, Gregory Kivanguli. 2000

Supervisor: Emil Chandran, PhD.

ABSTRACT

The AIDS epidemic continues to pose very serious challenges to the nations and institutions of the world. Kenya as a nation has not been spared, having over 2 million of her own citizens infected by the deadly HIV virus. Over 700,000 people have already died, while over 500 people are dying every day. The spread of HIV/AIDS continues to afflict individuals and families spiritually, emotionally, physically, socially, and economically. It is fast killing the most productive members of our society, those who are within the age bracket of 15-45 years.

The church in Kenya has been silent for too long, watching with apathy as individuals and families are wiped out by the epidemic, and as AIDS orphans continue to increase. Christians should wake up and do something, and do it now, otherwise tomorrow may be too late.

The purpose of this study was to determine the knowledge, attitudes, and practices of Christians towards persons living with HIV/AIDS. The study involved 304 conveniently and purposively selected church attendees of the Redeemed Gospel Church based in Huruma, Nairobi. Two data collection methods were used: questionnaire and focus group discussions.

The study found out that the church attendees surveyed had adequate knowledge about the basic facts of AIDS, such as, causes, signs and symptoms, and prevention. The respondents demonstrated caring and understanding attitudes towards those living with HIV/AIDS. The study showed that the respondents had very practical and realistic proposals about what services should be provided to HIV/AIDS victims and their families. The respondents supported provision of services to the victims, including counseling services, spiritual nurture and encouragement, material support, among others.
Communication Strategies and Development: A Case Study of Selected Non Governmental Organizations in Kajiado, Kenya

Author: Ogolla, Aileen. 2000

Supervisor: Emmanuel Mbennah, PhD.

ABSTRACT

The purpose of this study was to identify and describe the communication strategies used by selected Non-Governmental Organizations (NGOs) and to assess the role of the strategies in mobilizing the people of Kajiado to actively participate in the various development initiatives.

Data were collected and analyzed in three categories. A moderator’s guide was used to facilitate the focus group discussions for the beneficiaries. In-depth interviews with the NGOs officials at both the project level and the headquarters were done. The key findings of the study were as follows:

- The NGOs were mainly using the interactive mode of communication.
- The NGOs did not apply a single approach in the different stages of the development process.
- Minimal effort was applied in the designing of the development message.
- Cultural aspects of the communities were often ignored.
- Beneficiaries who had received adequate capacity building participated more fully in the development effort.

These findings indicated that the NGOs involved in development work in Kajiado require to design functional communication policies that are culture sensitive. This would be parallel to the other tasks of building resources so as to ensure that the development initiatives are relevant to the benefiting community.

Author: Okigbo, Carol Azuka. 2000

Supervisor: Marsha Navamanie, M.A.

ABSTRACT

This study was undertaken to assess the use of strategic communication in the management of HIV/AIDS communication programs. The guiding principles and theoretical framework were embedded in development communication paradigms and behaviour change models.

Forty agencies were selected from a list of 320 organizations that engage in HIV/AIDS prevention and control, and used for the study. Qualitative data analyzed came from two samples of 72 program officers and 147 program beneficiaries. The program officers were asked a wide range of questions on various aspects of AIDS communication programming. Emphases were laid on specific areas such as the use of information Education and Communication (IEC), social marketing, research, evaluation, and communication strategies. For the program beneficiaries, the emphasis was on the perceived impact of programs on their knowledge about AIDS and possible impact on their sexual behaviours. To complement the quantitative analysis, qualitative data were gathered through in-depth personal interviews with ten (10) program directors.

This study shows that many organizations make conscious effort to engage in program planning. However, the level and extensiveness of planning vary from one organization to another, reflecting their understanding of planning. Research is found to be playing an important role in program development especially for needs assessment and evaluation. About 50% of respondents reported that their agencies had never engaged in any form of research but that they relied on research results from bigger organizations.
Factors Affecting Teacher-Student Communication in a Christian Institution: A Case Study of Kenya Highlands Bible College

Author: Sibomana, Emmanuel A. 2000

Supervisor: Mary Kizito, M.A.

ABSTRACT

The purpose of this study was to determine factors that affect communication between teachers and students in a Christian institution with a view to propose guidelines for better relationships. The study was carried out at Kenya Highlands Bible College among 64 students and 8 teachers.

Three methods were used namely survey, field observations and focus group discussions. Data were collected using self-administered questionnaires, observation checklists, in-depth interview schedule and moderator’s guide for focus group discussions.

Results indicated that teachers and students generally perceived communication between them the same way, even though their ways of doing so differed to some degree.
A Communication Audit of the All Africa Conference of Churches (AACC) Headquarters’ Internal Publics

Author: Thuo, Jane W. 2000

Supervisor: Mary Kizito, M.A.

ABSTRACT

The purpose of this study was to conduct an internal communication audit of the All Africa Conference of Churches (AACC) headquarters with a view to determine the effectiveness of the existing communication channels and networks, and to find out the existing opinions and attitudes of its employees towards it.

The survey research approach was used with the questionnaire being the main tool of data collection. A total of twenty two respondents participated.
The Editing of the Cultural Script in Self-Actualisation: A Case of Two Female Luo Leaders


Supervisor: Charles Kingsbury, M.A.

ABSTRACT

This work attempts to understand the development of two female political leaders in a seemingly hostile context. A melange of cultural theory (in the form of the axiological principles of Luo traditional culture, of complementarity, symmetry and integration) with script theory (Dudley’s Paradigm Shift Process) has given insight into the reality of these two leaders, lives. A set of different newspapers reporting on the two leaders, careers were given a thematic content analysis. This enhanced the analysis of data used in Dudley’s Paradigm Shift process. One leader was interviewed using the unstructured interview method. Interviews of some constituents from both leaders’ communities were also conducted.

No study of this kind has been done, that is, one utilising the theoretical framework used in this study. The results of this study are a clarion call for society and the structures of power in Kenya society to attend to the pleas of women to allow them into the mainstream of society.

The results reveal that it is imperative for the individual woman to take the responsibility of elevating her lot, both as an individual and collectively. The results, in addition, highlight the duty of parents and educators to create a conducive environment for growth of the girl-child.

This research is also an attempt to look for solutions within the African setting as opposed to importing concepts and problem-solving mechanism from the west, wholesale. Further research utilising the theoretical framework, in different communities, is recommended in order to refine it.
Characteristics of Human Interactions Between Daystar University National and International Students: An Intercultural Communication Perspective

Author: Buregea, Bin Rwakenda  2001.

Supervisor: Faith G. Nguru, PhD.

ABSTRACT

The purpose of the study was to determine the characteristics and other factors that Daystar University national and international students exhibit during their interactions and which are likely to affect the quality of interactions. Further, it sought to classify these characteristics according to the levels of intercultural communication, describe the process they use to restore relationships when misunderstanding occur, and to suggest an intercultural communication model that would help both national and international students to communicate effectively.

In order to fulfill this purpose, this study used a qualitative research approach. Focus group discussions and in-depth interview sessions were used as methods of data collection. Eight focus group discussions and fourteen in-depth interview sessions were conducted in both Athi River and Nairobi campuses.

The study found that intercultural interactions in Daystar University are not as healthy as they should be because some were characterized by factors that are not conducive to fruitful interactions.

On the one hand, among other characteristics, national students tend to be individualistic, not caring, assertive, and aggressive. On the other hand, international students tend to cluster in in-groups according to their countries of origin and /or regions and have a tendency to withdraw whenever misunderstanding occurs.

The study also found that age, gender, money and environment were the other factors that impact negatively on the quality of interactions between the two categories of students.
An Analysis of the Content of Dinka Christian Songs of the Episcopal Church in Kakuma Refugee Camp with Special Reference to Contextual Models Used

Author: Campbell, Karen. 2000.

Supervisor: Faith Nguru, PhD.

ABSTRACT

This research stems from over two years of contact with the Dinka tribe of Sudan. The fascination lies with the songs that they compose and how contextual they are. This and to identify all contextual elements present in the song. The analysis was mainly limited to content analysis.

The hypothesis states that the ethnographic-contextual model of contextualization was being used by the Dinka. However, whilst this was proven to be true, there were many other contextual models found to be at work through the songs.

This study is important for several reasons. First of all, it is studying one of the few cultures in the world that has relatively little missionary influence due to the outbreak of civil war and the expulsion of missionaries in 1964. It is also important since there is no-one currently researching the use of song amongst the Dinka tribe and in particular in the Christian context.

This research had several findings. One of them was that there are many contextual planes at work in the Dinka Christian songs. It was found that this must be an important feature for all contextual situations since it creates a site for the gospel message to trickle onwards. Secondly, music must be viewed holistically in all forms of analysis. Also, the inclusion of a Christian message in a cultural song does not make that song Christian and vice versa. There always lies the danger of fetishising the message so that it loses its original meanings. This was seen in some of the songs collected. Finally, it is impossible to introduce technology without it having an impact on worship.
Factors Affecting the Growth of Newly Planted Churches in an African City: A Comparative Study of Two Churches in Kampala, Uganda

Author: Hategeka Ernest S. 2001

Supervisor: Emil Chandran, PhD.

ABSTRACT

The concern of this study was to identify the factors that enhance, delay, or hinder the growth in newly planted churches in the city of Kampala, Uganda. A comparative analysis in the areas of church planting and church growth was done in two churches: Namirembe Christian Fellowship and Luzira Healing Springs. Church growth was examined at three levels: numeric growth, Spiritual growth and organic growth.

Focus group discussions, in-depth interviews, and unstructured observations were used as data collection techniques. After analysis of the data, the findings showed that church planting had been done and is still being done without the necessary preparation of the ground and people who perform the exercise of planting, while church growth is suffering from some deadly diseases like poor leadership, poor planning, lack of training, and lack of evaluation. However, Namirembe Christian Fellowship, one of the largest churches in Kampala and in Uganda, was found to be doing well, especially in the area of evangelization and has planted many other churches in and outside Uganda.

If Luzira Healing Springs Church is willing to grow, she has to learn some practical lessons on growth from Namirembe Christian Fellowship especially in the area of evangelism and programming. Involvement of the congregation members in church activities will boost individual growth, while the church as a whole expands in diversity.

Also, church planters will make sure they plant churches and plan for the growth of those churches at the same time because, if the whole world is to be reached, then churches have to grow and plant other churches which will grow and plant other churches, and on, and on, and on.

The researcher hopes to apply the eight steps of church planting in the ministry of starting new churches and, principles for church growth will be adapted to the environment and the situation once churches are established.
The Use of Communication Campaigns in Addressing Social Issues: An Evaluative Study of ICFTU-AFRO’s Anti-Child Labor Program in Kenya

Author: Kalugendo, Jasson. 2001

Supervisor: Emmanuel Mbennah, PhD.

ABSTRACT

The purpose of this study is to evaluate the impact of ICFTU-AFRO’s campaign in creating awareness, and bringing about attitudinal and behavioral change in relation to child labor among community leaders, employers and local unionists.

The study was done in two plantations, namely Ruiru and Thika and 280 respondents were interviewed using structured interviews designed in nominal and Likert scales. Purposive and convenient sampling methods used to determine the sample size of the population.

Two-research assistants in each plantation gathered the data respectively. The coded and edited data were built in the Statistic Package for Social Scientists (SPSS). Using bivariate and univariate tools, the data were analyzed, computed in correlation, cross-tabulation and straight-tabulation, and then presented in tables, charts, graphs and statistical indexes.

The data were analyzed in terms of level of awareness, attitudes and behaviors of the target audience. Comparison and contrast by means were done in the views of impact on awareness, attitudes and behaviors in two plantations and against the goals of the campaign.

It was found that the campaign to some extent had created awareness, attitudes, and behaviors against child labor. The differences were statistically viable and existed among the individuals and between plantations. Nevertheless, the campaign did not create enough impact to completely eradicate the child labor.

Therefore, the recommendations were made to improve the communication campaign in addressing child labor and social other issues. Also, the study suggests further study in area of communication and research on African audiences.

Author: Kamau, Antoinette Bonita. 2001

Supervisor: Mary Kizito, M.A.

ABSTRACT

The purpose of this study was to examine the state of public relations practice and profession in Kenya and to establish the models that are used.

To describe the current state of public relations, this study used a descriptive survey research approach. The tool used to collect data was a self-administered questionnaire. A total of 250 questionnaires were sent out and 100 were returned.

The study revealed that majority of the public relations practitioners and professionals are not formally trained in public relations. Further, majority of them are most likely to be women, they are likely to be divorced or separated. The public relations profession is also a profession of the young with men and women aged between 25 – 45 years being the majority. It is also a well paying job compared to other professions.

This study further indicated that public relations is practiced in most organizations though it was prevalent in the Government sector. Public Relations is also misunderstood by management of most organizations. The most commonly used models, although not by intention, are the symmetrical model and the public information model.

Several recommendations have been given especially to the Public Relations Society of Kenya to improve the profession in Kenya. Training is advocated, to those already in the practice including in-house training, seminars and workshops.
Towards Narrowcasting Programs: A Descriptive Study of Kibera Slum Adult Dwellers’ Television Viewing Patterns

Author: Kinya, Jesica Mwithia. 2001.

Supervisor: Emmanuel Mbennah, PhD.

ABSTRACT

The purpose of this study was to identify and describe adults in Kibera slum as a television audience in terms of selected demographics, their television viewing patterns, television preferences and identify any relationship between them, if any.

Studies on mass media audience show that audiences are different. In a bid to communicate more effectively inspite of these influences, the mass media communicators are moving towards narrowcasting. Narrowcasting is made possible by audience segmentation. The mass media segments the target audience in three ways: their demographics, psychographics and general audiences’ factors. The general audience factors include their consumer behaviour in relation to a given media. This study set out to investigate the Kibera slum adult dweller’s demographics, accessibility, availability and preferences in regard to television.

A questionnaire was developed to gather data from the Kibera slum adult dwellers. The questionnaire was administered to 352 randomly selected adults in Kibera. Initially, the responses to open-ended questions were summarized, categorized, coded and analyzed together with the closed-ended questions. Selected demographic information was cross-tabulated with data on television viewing habits and preferences.

The study found out that most of the television audience in Kibera are aged between 18 and 45 years. The residents in Kibera typically watch television at night between seven and nine. The local productions are most favored than foreign ones. The study also found out that male and female differed in terms of programme preference. Demographic variables such as occupation inevitably influence the way Kibera adult slum dwellers relate to television.

As a result of this study, the researcher came up with a few recommendations on how to effectively narrowcast towards Kibera dwellers by use of television. It has also been able to identify possible areas of further research. The findings of this study and the recommendations can serve as a baseline or spring board for any one interested in understanding Kibera adult slum dwellers as a television audience and in particular the patterns that they have developed in relation to it.
A Curriculum for Christian Secondary School Leavers in their First Year After School

Author: Makau, Nathan Katua. 2001.

Supervisor: Marta D. Bennet Ed.D.

ABSTRACT

This project is a one year curriculum for Christian Secondary School Leavers in their first year after school. The young people mentioned here are those in Kenya who have just completed Secondary School education and are waiting for their Kenya Certificate of Secondary Examination (KCSE) results and thereafter, University and College intakes, or employment. The waiting mentioned above often takes over a year.

The primary feature of this curriculum is a series of Bible Studies that are designed around three major themes. These themes include:

1. Qualities of a Christ-like life.
2. Missions and Christian participation in outreach activities
3. The lifestyle of a disciple of Christ

The content of this curriculum was drawn from a research done in youth related literature and also from needs assessment exercise done among Secondary School Leavers in their first year after school. Secondary features to this curriculum includes, social and evangelism activities which include a one week hike and days out witnessing.
The Effectiveness of Communicating Gender Sensitive Initiatives to United Nations Employees in Nairobi


Supervisor: Mary Kizito, M.A.

ABSTRACT

The cry for gender equity and equality is still very much alive in our societies today, and has continued to be a pre-occupation of the United Nations Organization for the past three decades. However, gender discrimination perpetuated by many cultural practices and beliefs has prevailed.

The purpose of this study was to establish the effectiveness with which UNCHS Habitat’s Gender Unit has been successful in raising awareness on gender sensitive initiatives with the ultimate aim of achieving gender equity and equality among United Nations Employees in Nairobi.

The researcher used the descriptive survey method for this study. Through the use of an interview schedule and a questionnaire, data were collected from among 10 interviewees and 73 respondents to the questionnaire out of a population of 120 employees who had participated in the Gender Unit’s Programme. Majority of the respondents were female.

It was hoped that the findings of this study will help the UN, UNCHS and the Gender Unit improve on their communication process aimed at achieving gender sensitivity among UN employees.

The findings of this study indicated that there was an increased awareness on gender sensitivity among UN employees after they participated in the Gender Unit’s programme. It was noted that the level of hostility and arrogance towards gender issues was greatly reduced as employees now discussed gender-related issues freely. It was, therefore, recommended that the activities of the Gender Unit be encouraged and that the unit be replicated in other UN agencies.

It was also established that, the Gender Unit’s programme was more successful in reaching General Staff with gender sensitive initiatives than it was with professional staff.
Towards a Strategy for Communicating HIV/AIDS Information for Attitudinal & Behavioural Change Among Rural Maragoli Women

Author: Mtange, Margaret. 2001

Supervisor: Emmanuel Mbennah, PhD.

ABSTRACT

The purpose of this study was to identify and describe the attitudes, practices and level of awareness in relation to HIV/AIDS and to explore traditional methods of communication of the rural Maragoli women; and to determine the relationship between the level of awareness of HIV/AIDS and the involvement of rural Maragoli women in practices associated with the spread of HIV-AIDS.

The study used questionnaires and interviews to achieve its objectives. About 300 questionnaires were administered using research assistants who were local primary school teachers. The research assistants collected opinions from 300 women from the local market center. The questionnaires were coded, keyed into the computer and analyzed with the help of a computer statistics bureau.

Also, five interviews were conducted among five elderly Maragoli women who were purposively selected. The women were to be conversant with the traditional methods of communicating sex-related information among Maragoli women. The interviews were audio-recorded and transcribed for analysis.

The following were some of the key findings of the study. The level of awareness is about 70% on the average. The rural Maragoli women, at age below 35 years, have a negative attitude towards cultural practices such as tattooing, wife inheritance and herbal medicine. However, as age increases the attitude changes, thus, rural Maragoli women became increasingly inclined to accommodate these practices. They do not advocate for the involvement of these practices even though they recognize that the practices are common in the area. The women recognize that the disease is a major problem in the area. However, most are undecided on how their HIV status would change their behavior. Most of the women preferred an interpersonal approach, as a channel of communication, in which people are put in age sets in barazas for discussion of HIV-AID related issues.

The findings of the study lead to the conclusion that to make a strategy for communicating HIV-AIDS information for attitudinal and behavioral change among rural Maragoli women, one will have to incorporate a mixture of cultural and modern methods of communication. Also, one will have to consider the issue of age sets when preparing the strategy. An interpersonal approach strategy may be a way of bringing about attitudinal and behavioral change among rural Maragoli women in a bid to curb the spread of HIV-AIDS disease.
Towards A Communication Based Marketing Strategy for Nairobi Evangelical Graduate School of Theology (NEGST)

Author: Muciiri, Humphrey W. 2001

Supervisor: Emmanuel D. Mbennah, PhD.

ABSTRACT

The purpose of this research was to identify and describe NEGST’s target audiences, determine the audiences’ image of NEGST, and determine the audiences’ information acquisition patterns, all of which could be used to develop a communication-based marketing strategy for NEGST. Two hundred (200) respondents were randomly selected from 20 purposively chosen Nairobi evangelical churches. A self-administered questionnaire and in-depth interviews were used to collect data. Closed-ended responses were coded in the questionnaires. The responses to the open-ended questions were coded by SPSS (6.1 release) and analyzed in terms of percentages and frequencies. Cross tabulations were done between audiences’ image of NEGST and their demographics; audiences’ information acquisition patterns and their demographics; and audiences’ needs/preferences and their demographics. The in-depth interviews were synthesized thematically.

The following were the key findings:

- Most respondents (90.0%) would be involved with NEGST’s activities if they received more information, NEGST cooperated with their churches, NEGST’s programs were cheaper, and if NEGST had undergraduate courses.
- Nearly nine in ten respondents knew about the existence of NEGST, although two in five respondents knew about NEGST from 1996 – 2000.
- Three in five respondents did not know how NEGST was financially supported though a substantial proportion of the respondents (70.0%) were willing to contribute financially to NEGST.
- A large majority of the respondents (80.0%) felt that the greatest weaknesses of NEGST were lack of aggressive publicity, marketing, and transparency.
- A large majority of the respondents (80.0%) would like to know about the programs, the scholarships, and the eligibility criteria to study at NEGST. The same proportion of respondents wanted information from NEGST.
- A large majority of the respondents (90.0%) received information about Christian institutions through the radio, television, bulletins, word of mouth, posters, newspapers, and other unidentified sources.
Processing Pastoral Messages Among Selected Church Attendees of A.I.C. Ziwani, Nairobi: An Exploratory Study

Author: Njenga, Stephen Gichuhi. 2001

Supervisor: Faith Gathu Nguru, PhD.

ABSTRACT

The purpose of this study was to explore how selected church attendees of A.I.C. Ziwani process the pastoral messages (sermons) of which they listen. In order to do this the researcher explored their exposure, attention, interest and comprehension of the sermons preached in the church. In addition, their skills, acceptance, storage and information search and retrieval tendencies were explored. Further, the researcher explored where the selected attendees find most opportunities to apply what they learn from the sermon. Moreover the study explored the factors that encourage the selected attendees to continue listening to the sermons and what they felt was the impact of listening to the sermons in their lives. These constructs were derived from McGuire’s (1989) information processing theory of persuasion.

A qualitative approach to research was employed to design the research project. A purposive sampling technique was employed to select twenty-five attendees who were interviewed either through an in-depth interview or a focus group discussion to learn how they processed the sermons that were exposed to them. Nine members of the Christian Youth in Action (C.Y.A) formed the first focus group discussion. Six members of the Single Adult Fellowship (S.A.F) formed the second focus group discussion. Ten attendees were selected from the English Service Choir, Widows Fellowship, Ushirika Wa Wake (Women Fellowship) and Evangelism groups and involved in an in-depth interview. The majority of the respondents were found to be of age between twenty and thirty nine. The highest level of education attained by twenty of the respondents was secondary education. Fifteen of them were males and ten of them females. Furthermore the selected respondents comprised nineteen singles, four married and two widows. All of them were registered members of A.I.C.

The study discovered that all the selected attendees generally listened to one sermon per week at the church. They were found to favor the use of stories and illustrations in sermon presentations because it made them more interesting and easy to remember. However, there were some listeners who mentioned that the use of stories borrowed from the speakers’ ethnic background sometimes distracted them from the main points of the sermon.
Attitudes Towards Local Language Bible Translations Among Select Christians in Nairobi: A Functional Analysis

Author: Okorie, Iheanyichukwu C. 2001

Supervisor: Emmanuel D. Mbennah, PhD.

ABSTRACT

The purpose of this study was to analyze the attitudes that Christians in Nairobi have towards their local language translations of the Bible and investigate the relationship between these attitudes, on the one hand, and preferences and uses of these translations of the other.

The survey method of data collection was employed and a questionnaire with 30 questions was designed to identify attitudes, uses and preferences. This method was chosen because it provided the best means for acquiring the data. A total of 500 questionnaires were equally administered among 10 local churches in Nairobi. There was a 70% response rate. The questions were coded, and using the SPSS program, the data was keyed in, analyzed and interpreted.

Among the key findings of the research were:

- Christians in Nairobi have favorable attitudes towards their local language translations of the Bible.
- Christians in Nairobi prefer and use English versions of the Bible more than they use their local language translations
- The value expressive function of attitudes best defines the attitudes of Christians in Nairobi towards their local language Bible translations.

From the findings of the research, the future of local language translations of the Bible is dim. Christians in Nairobi expressed positive attitudes towards their local language translations of the Bible, but their preferences and uses of the Bible indicate otherwise. This implies that many of the languages in Kenya could be on the threshold of being termed ‘endangered’.
Abstracts

Diffusion of Innovations in Unstable Social Systems: A Study of the Adoption of Solar Cookers Among Refugee Women at Kakuma Camp, Kenya

Author: Wambui, Mary Lynnette. 2001

Supervisor: Emmanuel Mbennah, PhD.

ABSTRACT

The purpose of this study was to identify and analyze the factors that account for the adoption patterns of solar cookers among refugee women in Kakuma Camp. Specifically, the study sought to analyze the factors that influenced the adoption, non-adoption, discontinuance and reinvention of solar cookers in the camp.

A survey was conducted among the 300 refugee women from 4 difference nations at the camp. Five Solar Cookers International trainers and one supervisor were also interviewed. The findings from the survey and interviews revealed that the factors that encouraged non-adoption included ignorance on how to acquire the cooker and on the attributes of the cooker and unavailability or shortage of the cookers. The factors that encouraged adoption included culture as represented by nationality, higher levels of education, encouragement from friends and family members and the perceived advantages of solar cooking, especially saving of money and time and reduction of work. Factors that encouraged discontinuance included wearing out and loss of cookers and lack of follow-up by trainers. A factor that encouraged reinvention was the relatively small size of the cookers’ pots which made it impossible to use them to cook meals for the relatively large families.

In light of these findings, it is recommended that SCI should:

- Carry out studies on the food habits and family sizes of the refugees living in the camp so as to structure the cookers in a manner that better meets the needs of the refugees.
- Conduct communication campaigns in the camp to spread information about the solar cookers.
- Develop and implement strategies to ensure the self-sustainability of the solar cooking project.
- Target whole families rather than individuals in recruiting users of the cookers so as to ensure continuing support for those who adopt.
- Motivate trainers to follow up adopters more consistently.
Assessing the Efficacy of Group Study Guides in Changing Ethinocentric Attitudes: A Study of the Challenge of Ethnicity

Author: Wanjohi-Gichaga Lucy W. 2001

Supervisor: Emmanuel D. Mbennah, PhD.

ABSTRACT

The purpose of this research was to access the extent to which the study guide *The Challenge of Ethnicity* contributed to relatively enduring changes with regard to reducing dysfunctional ethnocentric tendencies among Christian university students in Kenya. The study regarded Bible study guides as powerful persuasion tools and that the study guide under investigation had been designed as such.

The study was carried out among Christian university students and fellowship of Christian Unions (FOCUS) staff. Survey self-administered questionnaires and interviews were used in data collection. Out of 400 questionnaires that were distributed in 10 university campuses Christian unions, 388 or 97% were returned. Two source persons at FOCUS and two Christian student leaders were interviewed on the writing and use of the Bible study guide. Data was analyzed and straight tabulations and cross tabulations computed using the SPSS for windows version 8.4.

The study established that: Christian university students surveyed were not predominantly of dysfunctional ethnocentrism orientation as levels on indicators of ethnocentrism remained consistently below 50%. Many students, (65%) were able to relate to how the question of ethnicity affects them as Christian university students. About 0.3% of the students surveyed said that they had been victims of discrimination because of their ethnic background. The ‘not ethnocentric’ level dropped with the time the study guide was done. From 70.01% for those who did the study in early 1999 to 65.08%, 52.38%, 57.97%, 47.74% for the periods of the study; late 1999, early 2000, late 2000 and early 2001 respectively. Implying an effect of time on the ethnocentrism level. The Bible study guide *The Challenge of Ethnicity* had helped create debate on the question of ethnicity among Christian university students.
Women Empowerment: The Roles and Challenges Facing Women in Alternative Media Outlets (AMOs), Nairobi, Kenya

Author: Angalia, Jane Frances. 2002

Supervisor: Emmanuel Mbennah, PhD.

ABSTRACT

The purpose of this study was to identify and describe the roles women working in Alternative Media Outlets (AMOs) in Nairobi, Kenya play, to investigate the challenges they face, and to assess the extent to which increase in equal opportunities with men holding similar positions also increases empowerment for the women involved.

The survey method was used. A hundred (100) questionnaires were distributed among women working in print, video and audio AMOs. Seventy (70) of the self-administered questionnaires were completed by the respondents and received back. The scores were analyzed using the SPSS 10.0 for Windows. Among the key findings are that:

• The primary media roles of women working in AMOs are management, directing, producing, writing, editing, sales and even marketing.

• The major challenges that women working in AMOs face include lack of funds for further training and for purchasing the most updated equipment; demanding family responsibilities, as well as being stereotypically treated.

• Over three quarters of the women had attained the participation level in Longwe’s Hierarchy of Needs (LHNs) paradigm. This is a level where women are involved in decision-making, and also in the process of policy-making, planning and administration.

• Over three quarters of the women studied had moved from the mainstream media and other organizations to join existing AMOs or to found their own. Subsequently, majority of them (70%) stated that they were participating in their AMOs’ decision-making processes and nearly half of them (45%) had some control in their AMOs. Possibly, this finding implies that most of the women felt empowered in the AMOs where they worked, and did not wish to go back to their former organizations.

Although this study used a small sample of only 100 women, the findings could be a good pointer to the many possibilities, both educational and job availability, open in the empowerment of women working in AMOs.

Also, a number of aspects calling for further research in relation to the roles of, and challenges facing women in AMOs, are highlighted.

Author: Aseno, Beryl. 2002.

Supervisor: Emmanuel Mbennah, PhD.

ABSTRACT

The purpose of this study was to identify and describe the perceptions caregivers have of HIV/AIDS orphans in Nairobi, identify the communication strategies the caregivers use and investigate the relationship, if any, between caregivers perceptions and communication strategies they use.

A questionnaire with 45 questions was designed to identify attitudes, perceptions and communication strategies that the HIV/AIDS orphan caregivers used. This method was deemed appropriate in providing the means for acquiring the data. A total of 89 questionnaires were distributed among 12 childcare centers in Nairobi. There was a 94.3% return rate. The questions were coded, and using the SPSS 10.0 for windows, the data were keyed in a computer, analyzed and interpreted. Six people were interviewed for triangulation purposes.

Among the key findings of the study were:

· A caregiver was mostly a Kenyan, Christian, aged between 18 and 35 years, with secondary or college education, preferring to use English for daily communication, and most likely, female.
· Caregivers in Nairobi childcare centers hold certain perceptions of HIV/AIDS orphans, and these include: HIV/AIDS orphans are not dirty, they are not cursed by God, and they are loved and given good care.
· With regard to communication strategies such as verbal, non-verbal, and interpersonal, most caregivers of HIV/AIDS orphans in Nairobi agreed that they spoke to HIV/AIDS orphans with a soft tone of voice, and that they got very close to the HIV/AIDS orphans while offering care.

From the findings of the research, the future of the care giving is bright. Caregivers of HIV/AIDS orphans in Nairobi expressed positive attitudes toward the orphans. The enthusiasm to offer care to HIV/AIDS orphans is articulate. This implies that caregivers are making the best possible attempts to ensure that HIV/AIDS orphans are cared for well, using the relevant communication strategies because they have positive perceptions regarding HIV/AIDS orphans.
The Relationship Between Journalist Orientation, Newsroom Politics and Journalist Attitudes Towards the Crisis Over Reviewing the Constitution in Kenya

Author: Gituto, Billington Mwangi. 2002.

Supervisor: Emmanuel Mbennah, PhD.

ABSTRACT

Since the onset of democratic reform in the 1990’s, it has been fashionable to provide parallels between the health of journalism and the fortunes of democracy. During this period too, journalism in Africa has witnessed a clash in professional values relating to how the press should conduct itself in the face of democratization. This study sought to provide some light on these issues through establishing the professional orientations of journalists and exploring the relationship between these orientations and journalist framing of the crisis of democratization in Kenya. Additionally the study sought to find out how journalist value orientations have interacted with news house policies regarding the crisis.

The study sought to establish whether there were distinct journalist orientations undergirding professional journalist belief systems and journalist framing of the crisis over constitutional reform. This later was to be determined as a measure of journalist attitude towards the call for constitutional reform itself, and the major protagonists in the crisis on constitutional reform including the government, major parliamentary political parties, civil society, the religious sector, the general public, media handling and framing of the constitutional reforms. The study also sought to establish the various experiences of journalists with regard to the organizing of value positions within the newsroom.

To achieve the first objective, journalist responses were sought on statements pertaining the role orientation of journalists. In pursuit of the second, journalist responses were sought from statements appertaining to journalists’ attitudes towards the core issue of constitutional reform and the principal players in the crisis on constitutional reform. Thirdly, responses were sought from interviews with journalists to get life stories about their value inclinations and how these manifest themselves in their work. Data for the first and second objective was obtained from journalist responses to questionnaires distributed across five news organizations in Nairobi and other major provincial capitals. A factor analysis of the responses was to be performed to determine the various journalist belief orientations and attitudes.
Orientation Function of the Press: A Content Analysis of the Coverage of Substance Abuse by Two Kenya Dailies

Author: Ikachoi Denis. 2002.

Supervisor: Emmanuel Mbennah, PhD.

ABSTRACT
The purpose of this study was to identify and analyse the orientation two leading Kenya newspapers (the Daily Nation and East African Standard) have given to the Kenyan public with respect to the coverage of substance abuse in Kenya between May 1996-April 2001.

The content analysis method was used. There are 1826 days in the five-year period out of which, 556 editions of the Daily Nation and East African Standard were found to have carried stories on substance abuse. Thus, a third of the newspapers had substance abuse stories. Systematic random sampling was applied in selecting the newspapers. Out of these, 279 newspapers were obtained with 332 substance stories. Using a coding sheet prepared for that purpose, the stories were coded and analysed using the SPSS (Statistical Package for Social Sciences) 10.0 for windows. Cross tabulations and a correlation between the kinds of substances reported and the respective social class of the people involved were done.

It was found that most of the substance abuse stories were in form of hard news. Also, a large majority of the stories portrayed alcohol as the most commonly abused substance in Kenya. Another key finding was that most of the stories depicted male adults as being highly involved in substance abuse while very few stories that were published concerned children and youth involvement in substance abuse.

Furthermore, it was found that substance abuse was accorded prominence depending on the magnitude of the consequences of the specific cases that occurred. Thus, highly tragic cases were given more coverage than less tragic ones. Such cases appeared to be governed by the number of people who either died or were seriously affected as a result of consuming the substances. In view of this, the Kenyan public was made to view substance abuse as a social problem only when there were such tragic incidences.
Adult Appraisal of Child Rights Self-Advocacy Concept: The Case of Plan International’s Child Affective Media Project

Author: Kisila, James Silvester Mutua . 2002.

Supervisor: Emmanuel Mbennah, PhD.

ABSTRACT

The purpose of this study was to determine how adults appraise the concept of child rights self-advocacy using Plan International’s Child Affective Media project as the basis of the study.

In the study, a qualitative research approach was used. Focus group discussions and in-depth interviews were used to collect data from Plan International’s Child Affective Media project areas. Six focus groups with teachers and parents, and seven in-depth interviews with opinion leaders were used to collect data.

Amongst the key findings, the study revealed that although majority of adults is not ill disposed towards the idea of child rights self-advocacy, individual factors and lack of adequate knowledge in child rights self-advocacy contributes in a major way to adults’ negative appraisal of the advocacy.

These findings suggest that for any child rights self-advocacy campaign to succeed it must seek to raise the general level of awareness of children right and child rights self-advocacy amongst the adult target population as it is an important factor in the success of the campaign. Secondly, it must seek to determine how individual and other factors in specific cultures may be influencing adult appraisal and decision-making process, in order to design communication strategies to counter their negative influence.
The Challenge of Guiding Children’s Mass Media Use: An Assessment of the Television Literacy of Select Parents in Nairobi

Author: Juma, Susan Koki. 2002.

Supervisor: Emmanuel Mbennah PhD.

ABSTRACT

The purpose of this study was to assess the television literacy of parents in Nairobi and to explore its relationship with parental guidance of children’s television viewing.

The objectives of the study were to describe the television literacy of parents in Nairobi; to identify the methods, if any, parents in Nairobi use to guide their children’s television viewing; and to investigate the relationship, if any, between the parents’ television literacy and the methods, if any, they use to guide their children’s television viewing.

A self-administered questionnaire containing both close and open-ended questions was distributed to 400 male and female respondents in eight select Nairobi estates. The data were then coded and analysed on the SPSS 10.0 for Windows programme in terms of straight tabulations.

The study found that:

- Generally, there is a high degree of television literacy among Nairobi parents, although there are also aspects of television illiteracy. The perceptions and attitudes of parents towards television and their comprehension, interpretation and utilization of television content reflect those of a television literate person.
- Nairobi parents generally have an orientation towards guiding their children’s television viewing, as reflected by their use of rather well-developed rules and methods to control and guide their children’s television use before, during and after viewing. However, the methods are not all sound or necessarily based on understanding of the nature of television and its effect on children.
- The co-occurrence of a high level of television literacy among Nairobi parents and their use of acknowledged rules and methods of guiding children’s television viewing may suggest a relationship between the two.
Communication Training in Priestly Formation and Ministry: A Case Study of the Four Major Seminaries in Kenya.

Author: Ng’ongo, Agnes Lucy Lando. 2002.

Supervisor: Faith Nguru, PhD.

ABSTRACT

The purpose of this study was to explore the extent Kenya Episcopal Conference (KEC) major seminaries are implementing the church’s communication training resolutions, and how the training impacts the priests’ homily delivery.

Communication curricula available in the four KEC seminaries for the period 1991-2001 were studied. Then, thirty diocesan priests from various dioceses ordained within that period were surveyed. Out of these, four were videotaped while delivering homilies. Two focus groups discussions – one for youth and the other for adults – where the priests being videotaped had delivered homilies, were also conducted. A number of priests were also asked to evaluate fellow priests’ homily delivery. Finally, in-depth interviews were conducted on the Rectors, Deans of studies and lecturers of communications in the KEC seminaries. In general, this research took a qualitative approach and the population for study was purposely sampled.

Although the church has over years stressed that communication training be part and parcel of priestly formation, only the Spirituality seminary, St. Mary’s senior seminary in Molo, had a communication foundation course. However, this was not built on once the seminarians moved to the Philosophicum and Theoligicum. The other three seminaries had elements of communication studies incorporated in the art of preaching course, known as Homiletics. The communication manuals launched by the AMECEA bishops are thorough, covering both the homiletics and communication topics relevant for priestly training. Ironically, these manuals have not penetrated the topics relevant for priestly training. Ironically, these manuals have not penetrated the KEC seminaries, and are therefore not officially being used.

Secondly, the research discovered that priests in the field desire an on-going formation in communication, to help them in addressing the needs they meet in ministry, not just in homily delivery but also in other apostolates like ministering to the dying, blind, deaf, terminally ill and other special groups of people.
Women in Public Relations Practice in Nairobi: Roles and Profession-Related Perceptions

Author: Mbogoh, Beatrice Wambigi. 2002.

Supervisor: Emmanuel D. Mbennah, PhD

ABSTRACT

The purpose of this study was to identify and describe the roles and profession-related perceptions of women in the public relations profession in Nairobi, Kenya, with an aim to make relevant recommendations that would further enhance public relations work.

The survey method of data collection was utilized and a self-administered questionnaire designed to aid in the identification and description of the roles and perceptions. The questionnaire was found most appropriate for acquiring the data. A total of 63 questionnaires were sent out to female public relations practitioners who are members of the Public Relations Society of Kenya (PRSK). There was a 59% response rate. The data were manually coded, analyzed and interpreted.

The key findings of the research were:

- Most women in professional public relations practice in Nairobi hold mid-level management positions.
- Women in the public relations profession in Nairobi generally perceive themselves as being well-equipped for the profession.
- The most outstanding issue affecting women in the public relations profession in Nairobi is that of societal expectations and pressures tampering with professionalism.
- A majority of the women in the public relations profession in Nairobi look forward to excelling in their career.

From the findings of this research, the future of women in the public relations profession is not clear. Various issues of concern to female public relations practitioners will need to be addressed for one to make out clearly their position in the profession. However, their enthusiasm to excel in the career is articulate. This implies that women are making the best possible attempts to ensure that they excel in the public relations profession in Nairobi.
Language Preferences in the Mass Media: A Case Study of Television Broadcasting in Nairobi, Kenya

Author: Anne Wanjiru Muigai, 2002

Supervisor: Faith Nguru

ABSTRACT

The purpose of this study was to survey the use of language in the mass media with a view to understanding the language preferences and attitudes by respective TV stations and audiences. Unlike radio broadcasting, English and Kiswahili are the only two languages used for public television broadcasting in Kenya. English is the country’s official language mainly acquired through formal learning. On the contrary, Kiswahili is the country’s national language acquired through social learning. Kiswahili is perceived to have the potential of linking people of different status and ethnic backgrounds in the country.

The use of language for effective as well as social political and economic development is crucial. Thus by the use of descriptive survey the researcher attempted to establish what language was preferred for television broadcasting and why. To solicit data from the receivers a survey questionnaire was administered to a selected Nairobi audience. Through interviews with the concerned personnel views of the sources were captured.

The study established that English was the preferred language by both the audience and the media houses. The two main reasons for English preferences that emerged were: demand by the audience and the low cost of production of the imported programmes. In addition, Kiswahili was largely viewed as inferior and deficient in transmitting technical information. However, the majority of the respondents agreed that Kiswahili was capable of cultivating a national culture and unity among Kenyans.
ABSTRACT

The purpose of this study was to explore intercultural communication experiences of Bible Translation Staff.

The study was qualitative in nature. A selected sample of 12 BTL members of staff, six Kenyans, and six western missionaries were subjected to in-depth interviews. The information and stories that they gave, were then subjected to Hesselgrave’s grid on cultural distance to find out the cultural distance between Kenyan and Western culture.

Another group of selected BTL staff, comprising of five Kenyans and seven missionaries participated in two separate focus-group discussions. The information and stories that they gave, about their intercultural communication experiences were also subjected to the same theoretical model.

Through this study, it was discovered that the degree of cultural distance between Kenyan culture and missionary culture was greatest on worldview, behavioural patterns and linguistic forms. There was little cultural distance in the cognitive processes, mainly due to academic and professional training of staff. It was also discovered that gender role differentiation was greatest among the Kenyan staff. Further, it was discovered that non-Kenyan staff preferred the use of e-mail for communication while the Kenyans preferred face to face interactions. In addition, it was discovered that the intercultural communication training that the missionaries received helped them to adjust in a foreign culture, although they felt that it should be modified and expanded to make it more relevant for them. Kenyan staff do not receive any intercultural communication training and recommendations have been made to this effect.
Communicating Adolescent Reproductive Health: Content Analysis of “Straight Talk” Radio Program on Malawi Broadcasting Corporation

Author: Nitta, Tarcisius K. 2002.

Supervisor: Mary Kizito, M.A.

ABSTRACT

The purpose of this study was to analyze the content of the “Straight Talk” radio program in view of identifying the elements that are feared to be promoting negative reproductive health behaviours among the youth.

Content analysis technique was the appropriate method for this study because it uses systematic and objective procedures in analyzing the manifest content. The population for the study comprised “Straight Talk” editions broadcast on Malawi’s national radio over a period of three years from July 1996 to July 1999. The contents of 57 editions were coded according to the categories established. The data was manually analyzed and frequencies were computed and interpreted.

Among the key findings of the study were:

- Parents, religious and traditional institutions were rare sources of adolescent reproductive health messages whereas the youth were major sources of messages of adolescent reproductive health issues in “Straight Talk” programs.

- Interpersonal relationships, STI, HIV/AIDS, and teenage pregnancy were the most salient and recurrent issues in the program. The information needs of the youth expressed in the feedback were mostly about interpersonal relationships. Other information needs were about abstinence/virginity and HIV/AIDS.

- The most recommended remedies to these adolescent issues were abstinence, followed by condom and contraceptive use.

- The most common type of message in the program was advice followed by opinions and facts.

- The intention of most messages in the program were warning the youth whereas the most dominant value orientation of the messages in the program were of western perceived values.

The apparent causes of antagonism towards the program are the perceived lack of credibility of the youth as sources of adolescent reproductive health information, education and communication, the indiscriminate recommendation of condoms and contraceptive use as remedies for HIV/AIDS, STI and teenage pregnancy, and the consequent predominance of western perceived values promoted in the program.
Television Behaviour of Theological Students in Nairobi: A Critical Analysis

Author: Nkundabemera Celestin Pierre. 2002.

Supervisor: Emmanuel D. Mbennah, PhD.

ABSTRACT

The purpose of this study was to investigate the television behaviour of theological students in Nairobi, to analyze factors that account for this behaviour and to establish the relationship, if any, between theological training and television behaviour.

A survey questionnaire was developed and used to collect data. A sample of 201 students from six theological schools was selected randomly. Eighty percent (80%) of the questionnaires were duly completed. The data were coded, keyed into the computer and analyzed using the SPSS for windows 10.0: frequencies, cross-tabulations of selected variables, and appropriate correlations were generated.

Some of the key findings were the following:

- Theological students manifested light television watching with keen interest in a substantial number of programs generally available on television, and Christian programs in particular.
- Theological students in Nairobi had a favorable attitude toward television as a medium and toward television watching. However, they were cautious about potential bad effects of some television programs.
- Theological students generally used television within the parameters of their interests and needs, and communal constraints.

In brief, the television behaviour of theological students in Nairobi can be conceptualised as a pentad of light watching, admiration, caution, utility and program-centeredness. On the one hand, this television behaviour is healthy, in the sense that the respondents demonstrated an element of responsibility in using television. On the other hand, it was unhealthy in the sense that the respondents seemed to portray an element of passiveness in critiquing television, which to some extent could undermine their healthy part of television behaviour.

If the trend continues in theological schools, and if there is no change after the training, the collective role of future theologians in participating in the practices of television programming in the electronic age seems unpromising of positive participation in general, and guiding the church in particular confirming the lament of Poerwowidagagolo and Plou (1996). However, the trend can be reversed if action is taken to sensitise theological students on the effects of television in the society, and the role that church leaders and theologians should play in upholding morality in the society especially vis-à-vis television programming.
Participatory Message Development for Poverty Alleviation: A Case Study of Women in a Nairobi Slum

Author: Omen W. Suji. 2002.

Supervisor: Prof. Faith Nguru, PhD.

ABSTRACT

Nair and White (1987) suggest a participatory message development model wherein the receivers (or the target group) and the source contribute their knowledge, creativity, and energies as co-equal partners. They propose a transactional process of dialogue wherein source and receiver of messages interact over a period of time to arrive at shared meanings.

In this study women from Mukuru Kwa Njenga, “Pipeline”, Kware villages in Nairobi interacted with a researcher over a period of time to isolate salient communication and information gaps that exist in the community using the Nair and White model as well as various other participatory development models.

The study used participatory research tools such as social profiles, transect walk, area mapping and institutional analysis. Issues raised included unequal power relations within the communities brought about by social constructs; cultural inhibitions that tend to dis-empower women, and absence of policy frameworks for communication in informal settlements.

It emerged from the dialogues that providing information and applying resources at certain points that matter in community could break the cycle of poverty. At the end of the dialogues for this study, the group had solidified into development units and is working on designing a community-based Primary Health Care project.
Conflict Among Church Leaders in Nairobi Sources, Communication Strategies Used and Indicators of Successful Management


Supervisor: Emmanuel D. Mbennah, PhD.

ABSTRACT

The purpose of this study was to investigate the sources of conflict among selected church leaders in Nairobi, the communication strategies the church leaders used to manage conflict among themselves and what they perceived as indicators of successfully managed conflict. The respondents were 19 church leaders from five purposefully selected churches in Nairobi. The participants were asked to recall and narrate two episodes of conflict that they had experienced and which they perceived to have been resolved successfully; and two others which they perceived not to have been resolved successfully. The data, which were audio recorded, were coded and analyzed using the thematic coding method.

The study found that the main sources of conflict among the leaders were struggles for leadership positions, financial control and mismanagement, prejudice against women leaders and differences in ethnic backgrounds. Competitive communication strategies such as threats, intimidation, position, underground schemes and canvassing were mostly used to manage conflict among the leaders. Prayer and scripture were rarely used. Most women leaders used assertive communication strategies. Indicators of successfully managed conflict included remorsefulness, repentance and forgiveness; restored relationships; positive change of behavior and use of third parties.

The study recommends, inter alia, that more culturally appropriate communication strategies such as discussions should be used in conflict management than letters, which are a one-way communication method. It also recommends that training in communication skills for conflict management and transformation should be made compulsory in Bible schools and other in-service courses for church leaders.
Women in Public Relations Practice in Nairobi: Roles and Profession-Related Perceptions

Author: Beatrice Mbogoh, 2002

Supervisor: Emmanuel Mbennah, PhD.

ABSTRACT

The purpose of this study was to identify and describe the role and profession-related perceptions of women in the public relations profession in Nairobi, Kenya, with an aim to make relevant recommendations that would further enhance public relations work.

The study method of data collection was utilized and self-administered questionnaire designed to aid in the identification and description of the roles and perceptions. The questionnaire was found most appropriate for acquiring the total data. A total of 63 questionnaires were sent out to female public relations practitioners who are members of the Public Relations Society of Kenya (PRSK). There was a 59% response rate. The data were manually coded, analysed and interpreted.

The Key findings of the research were:

• Most women in professional public relations practice in Nairobi hold mid-level management positions.
• Women in the public relations profession in Nairobi generally perceive themselves as being well equipped for the profession.
• The most outstanding issue-affecting women in the public relations profession in Nairobi is that of societal expectations and pressures tampering with professionalism.
• A majority of women in the public relations profession in Nairobi look forward to excelling in their career.

From the findings of this research, the future of women in the public relations profession is not clear. Various issues of concern to female public relations practitioners will need to be addressed for one to make out clearly their position in the profession. However their enthusiasm to excel in the career is articulate. This implies that women are making the best possible attempts to ensure that they excel in the public relations profession in Nairobi.
Language Preferences in the Mass Media: A Case Study of Television Broadcasting in Nairobi, Kenya

Author: Anne Wanjiru Muigai, 2002

Supervisor: Faith Nguru

ABSTRACT

The purpose of this study was to survey the use of language in the mass media with a view to understanding the language preferences and attitudes by respective TV stations and audiences. Unlike radio broadcasting, English and Kiswahili are the only two languages used for public television broadcasting in Kenya. English is the country’s official language mainly acquired through formal learning. On the contrary, Kiswahili is the country’s national language acquired through social learning. Kiswahili is perceived to have the potential of linking people of different status and ethnic backgrounds in the country.

The use of language for effective as well as social political and economic development is crucial. Thus by the use of descriptive survey the researcher attempted to establish what language was preferred for television broadcasting and why. To solicit data from the receivers a survey questionnaire was administered to a selected Nairobi audience. Through interviews with the concerned personnel views of the sources were captured.

The study established that English was the preferred language by both the audience and the media houses. The two main reasons for English preferences that emerged were: demand by the audience and the low cost of production of the imported programmes. In addition, Kiswahili was largely viewed as inferior and deficient in transmitting technical information. However, the majority of the respondents agreed that Kiswahili was capable of cultivating a national culture and unity among Kenyans.
Impact of Daystar University’s Campaign Against HIV/AIDS: A Study of the Transformation of Knowledge, Attitude, and Behaviour Patterns Among the Kyumbi Community of Machakos District, Kenya


Supervisor: Emil Chandran, PhD.

ABSTRACT

The purpose of this study was to assess the impact of Daystar University’s campaign against HIV/AIDS in terms of transformation of knowledge, attitude, and behaviour patterns among the Kyumbi community. In order to achieve this, the study identified and described knowledge, attitudes, and behaviour patterns in relation to HIV/AIDS among the people of Kyumbi. In addition, the extent to which the ongoing Daystar University’s campaign had impacted on their knowledge, attitudes, and behaviour patterns, was also explored. Further, the study identified and described emerging relationships between the level of awareness and the behaviours associated with the prevention of the spread of HIV/AIDS. Moreover, the study identified barriers to behaviour change in order to develop relevant intervention strategies.

A purposive sampling technique was used to select 200 respondents who administered the questionnaires. Five focus group discussions were held, which comprised of the youth, women, men, counselors, and prostitutes.

The majority of Kyumbi population was found to be young, educated, unemployed, and poor. Daystar University’s campaign in Kyumbi showed high level of understanding about the nature, transmission, symptoms, and prevention of HIV/AIDS infection. But this knowledge had not been fully translated to changes in attitudes, and behaviour. Fear of death had helped to change behaviour in some cases. No one had gone public about his or her HIV/AIDS status. Different levels of education, age, gender, occupation, affected the level and speed of awareness creation. The community did not regard AIDS as a curse from God. The parents had started discussing HIV/AIDS with their children. The community appreciated relevant information as necessary in combating the spread of HIV/AIDS.


Supervisor: Faith Nguru, PhD.

ABSTRACT

The purpose of this study was to investigate the role of oral literature as a vehicle of communicating the Gospel among the Omotic people of Southern Ethiopia, taking the experiences of the Wolaitta pioneers as a case study, between 1937 and 1941.

The study used a histrio-ethnographic qualitative research approach. Data were collected from key informants and focus group discussants using an open ended in-depth interview and profound group discussions schedules. All data were tape recorded and noted.

The key findings demonstrated how the deep rooted, commonly practiced communicational culture of using oral literary forms, especially poems and songs and to a relatively lesser frequency, narratives and proverbs, in communication the Gospel led to the fast spread of Christianity. The evangelization took place during the interim period of five years, 1937 – 1941, when the Western missionaries were forced to leave the country by the Italian invaders and the evangelization task was taken over by the few self-assigned local evangelists.
An Assessment of Information Flow Patterns of the Decade of Evangelism Strategy in the Church of Uganda

Author: Kabaseke, Stephen. 2003.

Supervisor: James Kombo, D. Th.

Abstract

The purpose of this study is to assess the information flow patterns of the Decade of Evangelism Strategy (DOES) in the Church of Uganda (COU) all the way from the Provincial headquarters down to the Parish congregations in Nakasongola Archdeaconry, Luweero Diocese.

An assessment of the DOES information flow would assist both Luweero Diocese and the Provincial Office to understand the Church’s communication system. The research methods used were based on two approaches: 1) Descriptive Survey and 2) Focus group discussions. However, the researcher analyzed some official documents and publications as well.

The study was conducted among church leaders and the laity. These included 16 church employees and four former members of the DOES steering committees. The church employees were from the following levels: Archdeaconry; Parish Priests; Lay Readers; Luweero Diocesan staff and the COU Provincial Secretariat staff. One focus group discussion was held with one of the local church congregations members in each parish.

The findings of the study were as follows: There were more DOES awareness created at the COU Provincial and Diocesan levels than at the Archdeaconry and Parish levels; some of the diocesan officials justified the launching of the DOES in Luweero Diocese to the need of intensifying evangelism work after the centenary celebrations of Christianity in Uganda and not to the Lambeth 1988 conference resolution; at the Archdeaconry level and parish levels, the DOES information was more synonymous with the short term implementation of the Diocesan and Archdeaconry levels oriented evangelistic missions respectively, than was the catching of the long term DOES vision; most of the written DOES information flowed from the top to the bottom, along the COU administration structure; the climax of the DOES communications at the Provincial, diocesan, diocesan and Archdeaconry, took place in the years 1991, 1992 and 1993 only; the use of the mass media for publicity yielded more results in Kampala city than at the Diocesan and Archdeaconry levels; there was more use of the oral medium in a person-to-person contact than the use of letters and mass media; Meetings, correspondence and visitations formed the bulk of the DOES information flow.
An Evaluation of the Graphic Design, Content and Writing Style of Christian Books for Children by Kenyan Authors


Supervisor: Faith Nguru, PhD.

Abstract

The purpose of this study was to describe the graphic design, content and writing style of Christian books for children written by Kenyan authors. The graphical aspect looked at in-depth were the use of colour, picture mediums and picture types. The content studied in these books were the various values conveyed in the stories. The writing style studied was the characters used, plots, settings and styles in terms of repetition, humour, dialogue, rhyming words, songs, poems, riddles, exaggeration, Bible versus and proverbs.

Ten books were chosen and studied. These books represented the five main Christian Publishing Houses that deal with books for children. The publishing houses are in alphabetical order, Christian Learning Materials Centre, Evangel Publishing House, Focus Publications, Paulines Publications and Uzima Press. The books studied were written in English and had to be picture books.

The results of the research revealed that some of these books had a strong Christian leaning in terms of values while others were purely for entertainment. Some of the books contradicted Christian values in terms of glorifying that which is wrong. The strongest Christian value that has been highlighted is the importance of prayer when in need, in the family and in confessing sin. Three other Christian values that have come out strongly are obedience, hard-work and generosity. These values the researcher noted were important values in the African cultural set up. Christian values that do not appear at all in the stories are peace and gentleness.

Findings of this study have revealed that graphically colour has been used sparingly on the book covers and in the illustrations within. Clarity and content are an issue that need improvement in some of the books. There is a limited selection in terms of picture mediums. This means only three mediums have been used, paint, lines and dots and colour pencil drawings. There is a need for more creativity and imagination in terms of content and design.

The study in a nutshell discovered the need to improve in graphic design, content and writing style of Christian books for children written by Kenyan authors. It is hoped that the recommendations will be taken seriously by publishers, writers and graphic designers.
An Assessment of the Use of Community Media (Rural Newsletters) in the Socio-Economic Empowerment Process in Nyeri District, Kenya

Author: Kioi, Geoffrey G. 2003

Supervisor: Mary Kizito, M.A.

Abstract

This study assessed the use of rural newsletters as a form of community media in the socio-economic empowerment process in Nyeri District in Kenya. Both the survey and content analysis methods of research were used to gather the data. The population of the study comprised of editors and readers of newsletters in Nyeri District. Three newsletters were included in the content analysis. The three were ASK, Sharpener and Solidarity.

The findings indicate that newsletters empower people socio-economically in Nyeri District. The study also found out that these newsletters carry information meant to empower people socio-economically.

The researcher hopes that this study has contributed to the available knowledge on the use of community media in the socio-economic empowerment. The study will be of great help to policy-makers who may wish to apply communication for development in their agendas.
In Whose Style? A Critical Analysis of Content in the Sunday Nation’s “Femalestyle” Pages

Author: Christine N. Kieti, 2003

Supervisor: Faith Nguru, PhD

Abstract

The newspaper has been a major mass communication medium since the early 1800s, with the development of the American penny press. While early newspaper offered news, analysis and entertainment features to the mass public, researchers agree that these did little to cater for the information needs of women beyond women’s sections or pages that provided “traditional fare” — a small number of pages dedicated to child care, fashion and beauty, recipes, gossip and society news and household matters. Most of these sections in the early days were written by female journalists.

With the development of the women’s movement worldwide, media and feminist scholars have called for the rethinking of these pages to include material more directly relevant to the information needs of women. Mainstreaming, where women’s news is included in the different parts of the newspaper, is also another direction development in an effort to include women’s news in the general public debate.

The Sunday Nation in Kenya carries the only formal women’s section in the country. This study is a content analysis of the material appearing on these pages in relation to the most frequent themes, issues, personalities and items covered in January to December 2001, as well as the paper’s own editorial policy concerning women’s sections. Findings show that these pages typically cover fashion and beauty, childcare and nutritional issues, as well as women’s health. The pages also fall short of the paper’s intention to cover women’s news in the rural and regional areas of East Africa, concentrating instead on coverage of urban issues and personalities.
Cultural Value Dimensions and the Use of Time as Communication Among Business Managers in Nairobi

Author: William Njoroge Mugo, 2003

Supervisor: Stephen Nyabegera, PhD.

Abstract

This study investigated the influence cultural values have on the use of time as communication. Data was collected from Nairobi managers representing firms like Firestone, General Motors, Steadman Services and Mediplus Services limited. The study used a descriptive/correlation research design.

Sixty-four managers completed the self-administered questionnaires. Five face-to-face interviews were also conducted with the three levels of managers representing the three levels of management namely upper, middle and first line.

The study used Hofstede’s (1980, 1988) five cultural value dimensions of collectivism vs. individualism, masculinity vs. femininity, uncertainty avoidance, power distance and long and short-term orientation to understand the values held by managers.

The data collected from the study showed that managers are both collectivists and individualists; score low on power distance, high on uncertainty avoidance, high on femininity and low on long term orientation. In addition, the data reflects the change occurring in the managerial use and view of time. It was also evident from the data that managers consider anyone arriving 5-10 minutes after the scheduled start for most meetings as late. The results also indicated that managers preferred to be informed at least 14 days earlier for most meetings, though for meetings to solve problems they expected to be informed immediately.
A Cultural Analysis of Conflict Communicative Strategies: The Case of Selected Bankers in Nairobi

Author: Musembi Ruth, 2003

Supervisor: Faith Nguru, PhD.

Abstract

This study assessed conflict communicative strategies and conflict management procedures used by selected bankers in Nairobi. It aimed at establishing the extent to which direct conflict communicative strategies were used, if at all, in resolving conflict in a collectivistic context.

A questionnaire adapted from the Organizational Communication Conflict Instrument (OCCI) developed by L. Putnam and C. Wilson (1982) was self-administered to a sample of 125 bankers purposively selected from five major banks in Nairobi. Eighty-seven (87) completed questionnaires, representing a 70% return rate, were received. Questionnaire data was coded, keyed into the computer, and analyzed using the Statistical Package for Social Scientists (SPSS for Windows 11.0). Averages, frequencies and standard deviations were computed. Further, eight in-depth interviews were conducted and analyzed qualitatively by sorting them into relevant categories.

· Integration, relative to the other conflict strategies, emerged as the most frequently used conflict strategy.
· Referent role did not affect Nairobi bankers' choice of a particular conflict strategy. Thus, bankers used integration frequently whether they were dealing with supervisors, peers or subordinates.
· Nairobi bankers believed that conflict was not always bad and hence they did not avoid conflict. Nevertheless, the majority felt that unresolved conflict affected their performance.

Indeed, Nairobi bankers displayed some typically collectivistic tendencies in the way they handled conflict, particularly the concern for maintenance of harmony and mutual face saving. However, a paradigm shift towards open treatment of problems and disagreements was noted, in that Nairobi bankers frequently used integration as a conflict strategy. Moreover, Nairobi bankers appeared to discuss conflict openly in spite of the hierarchal position of the other party. It also emerged that Kenyan bankers used direct communicative conflict strategies to the extent that these did not compromise the need to maintain harmony and save mutual face.
Curriculum for Training PCEA Elders for Ministry in the Church

Author: Mwaura, Nahashon, 2003.

Supervisor: Marta Bennett, Ed.D.

Abstract

Little attention has been given to training lay leaders to better play their role in the ministry of the church. To create an well-organized curriculum for the training of elders in the Presbyterian Church of East Africa (PCEA), a process was modeled of participatory curriculum development. This process involved 1) a survey of the existing teaching methods 2) a study of the topics and materials used, and 3) the participation of elders, pastors and qualified educators/curriculum developers in the development of appropriate teaching methods and content.

The process included informal organized interviews with church elders to explore their concept of the role they play in church leadership and the kind of training they require to equip them for this ministry. Some pastors were also interviewed to explore how they train lay leaders in their churches and five educators / curriculum developers were involved in giving suggestions for creating an appropriate curriculum and an effective learning process.

A twenty-eight-lesson prototype curriculum was written using the commonly used topics in the training of lay leaders in some mainline churches. An experimental implementation was done with the elders of PCEA Tumutumu Presbytery in Nyeri District. In this presentation, I have documented the development process as a model.

Chapter one examines the need for this project in the church and lays down the theoretical framework. It also points out the limitations of this project. Chapter two reviews the literature and resources available in mainline churches. Chapter three explains the method that has been followed and its justification. The actual curriculum is designed in Part II of this project as a self-contained unit. The curriculum will form part of the lay training program of the church.
Towards Effective Communication of the Nairobi Stock Exchange: A Descriptive Survey of the Retail Investor

Author: Ndegwa, Felistas. 2003.

Supervisor: Faith Nguru, PhD.

Abstract

The purpose of this study was to survey the retail investor of the Nairobi Stock Exchange (NSE) with a view to describing, analyzing and understanding their identity (demographic), awareness and knowledge, media use and preferences, investment related information needs, and their opinions about, and attitudes towards the Nairobi Stock Exchange.

Five hundred (500) respondents were randomly selected from two purposively chosen companies listed on the NSE. A self-administered questionnaire was used to collect data, and the responses were coded. All scores were keyed in the computer using SPSS (6.1 release) and analyzed in terms of percentages and frequencies. Cross tabulations were done between audiences’ investment profile and their demographics; audiences’ investment profile and their demographics; audiences’ media use and preferences and their information needs; audiences’ knowledge and awareness and their investment profile current and future.

The findings were that retail investors at the NSE are predominantly male, middle-aged, “O” level education and low-income earners. An average investor owns 2000 shares or less, in one to three companies listed on the NSE. Retail investors were found to lack basic knowledge and had a narrow view of the market. Newspapers are their greatest source of information, however such information is not usually educative. They prefer to use English language. The NSE is alien to them, many have never had direct contact with it.

Recommendations were made that it is the responsibility of the NSE to educate and safeguard their investments, that retail investors be segmented into small, medium and large, to localise communication strategies and programs to match the profile of the retail investor segments, and to re-position itself for greater participation and economic performance, by targeting a unisex, younger, educated and higher income audience segment.
Communication Strategies And Conflict Transformation: A Pokot View of the Efficacy of the Past Cattle-Rustling Conflict Interventions


Supervisor: Faith Nguru, PhD.

ABSTRACT

The purpose of this study was to find out what conflict interventions have been employed in the fight against the cattle-rustling conflict and to establish why these interventions have not brought a lasting solution to the conflict. The study was carried out in Alale Division of West Pokot District. Data were collected using focus group discussions and interviews and were analyzed based on the predetermined themes as well as incorporating emerging issues.

The following were the key findings of this study: First, the State efforts towards resolving cattle-rustling problem have been indiscriminate, punitive in measures and unfair to the innocent members of the communities. Secondly, most peace-building agencies employed piecemeal strategies; thirdly, the interventions by the State and civil societies have targeted secondary actors. The fourth finding is that the rival communities have in their tradition frequent intercommunity peace negotiations and agreements, and the fifth finding indicates that the pastoralists have a shared knowledge of peace as temporary phenomena.

It also suggests that there is a potential for long lasting transformation of the cattle-rustling conflict. The study also reveals that the pastoralists have more trust for civil societies than the State. The findings also point towards an all-inclusive, long-term strategy for conflict transformation that will see an end to the cattle-rustling conflict.

The study makes recommendations to the State to look at its interventions, and to evaluate and redesign them, the civil societies to take a facilitator role and together with the media, researchers and other stakeholders, to forge a united front towards a solution to the cattle-rustling conflict.
Development and Evaluation of an e-courseware prototype, based on the Interactive Digital Multimedia Communication strategy for the Kenya Certificate of Secondary Education (KCSE) curriculum

Author: Makingu, Mondi Howard. 2004.

Supervision: Faith Nguru, PhD.

ABSTRACT

The researcher designed, developed and evaluated an e-courseware prototype, based on the emerging interactive multimedia communication strategy intended to achieve specific learning objectives for the Kenya Certificate of Secondary Education (KCSE) curriculum. The prototype was inspired by Shannon’s and Weaver’s information theory and Schramm’s communication models.

The study elicited data from students, facilitators and participatory observation. The results of the analysis of this data provide empirical evidence of communication behaviour based on the interactive multimedia communication strategy suitable for the students pursuing KCSE curriculum. This information would guide e-courseware developers on the efficacy of the multimedia elements.
The Adoption of Hip Hop Culture by Youth: An Analysis of Selected Daystar Students

Author: Kihara, Caroline Wangari. 2004.

Supervisor: Faith Nguru, PhD.

ABSTRACT

The purpose of this study was to explore how Daystar University students adopt hip hop culture and reasons for adopting it, and to describe its impact on their attitudes, values and behaviour. The respondents were undergraduate students in both Athi-River and Nairobi campuses aged between 18 and 28. Data were gathered through a self-administered questionnaire, focus group discussions, in-depth interviews and non-participant observation.

The study found that hip-hop culture impacted youth in Daystar. Another key finding was that the youth are avid consumers of mass media programming and are exposed to hip hop culture. This study also found that the mass media were the primary source on hip hop culture ideas, especially fashion trends, but influence on the adoption of hip hop culture depended upon information networks, in this case friends of the participants.

This study therefore recommends that hip hop music and other hip hop cultural elements be used to promote not only valuable cultural ideals in place of violence, crime and pornography, but also to propagate positive ideals in a global world, like spreading awareness on the HIV/AIDS pandemic. Hip hop music stars serve as a role models for the youth and as their message impacts the youth, this study challenges musicians to be responsible in the dissemination of positive messages for youth who aspire to be like them.
An Assessment of Children’s Interaction with Television Cartoons: A Case Study of a Selected Population In Nairobi

Author: Booker, Nancy Acheing. 2004.

Supervisor: Faith Nguru, PhD.

ABSTRACT

This study sought to assess children’s interaction with television cartoons. To fulfill this purpose, urban children from five government-sponsored primary schools in Umoja Estate were judgmentally sampled. The study utilized a survey design, which used a self-administered questionnaire as well as focus group discussions to collect data. Out of the 325 questionnaires sent out, 302 of them were used for analysis. Most of the data from the questionnaires were coded and analyzed using the SPSS 11.0 for windows analysis software. Open-ended questions were analyzed alongside responses from the three focus group discussions by way of major themes and constructs.

The fact that children watch television cartoons in not is doubt as revealed by this study. Most cartoon watching takes place during the weekends and holidays when the school-going children are at home. Again, most viewing takes place at home during morning hours. Children do see good and bad things in the cartoons that they watch but their interpretation of good and bad is of no concern. Children watch cartoons for entertainment and they sometimes learn from what they watch hence, edutainment. The cartoons most preferred by the children include among others, “Tom and Jerry,” “Power Puff Girls” and “Scooby Doo.” Another key finding was that children talk about TV cartoons more with their friends than with their parents or guardians hence most parents may not be aware of what their children are consuming from cartoons. The study further revealed that there is a relationship between gender and cartoon preference where children preferred cartoons that enhanced their gender and portrayed them in good light.
Communication Strategies with Former Street Children: A Case Study of Mully Children’s Family Homes


Supervisor: Faith Nguru, PhD.

ABSTRACT

This study examined persuasive communication strategies used by the staff (professionals caregivers) at Mully Children’s Family Homes (MCF) in rehabilitating former street children under their care at Ndalani and Eldoret Homes, Kenya. The study established the status of former street children prior to their rescue from the streets and their current situation after having been in either of the two MCF Homes for at least five months. The study focused on the change communication messages and the approaches used in bringing belief, attitude and behaviour change in the former street children. A compliance gaining persuasive communication strategy model developed by Maxwell and Schimitt (in Fisher, 1987 pp.231-232) was used as the analytical tool.

The fieldwork involved interviews with 48 children, 5 members of the staff, the MCF founder, Mr.Mulli, and focus group discussions with the children in each of the MCF homes. Data collected were analyzed qualitatively through establishing the emerging patterns and themes. Generally, the study revealed the importance of persuasion in the process of rehabilitating but recognized utilization of other strategies leading to a holistic approach.

For the rehabilitation of street children to be faster, more effective and more efficient there was need for the professional caregivers (staff) to understand the street children’s worldview. Also essential would be a more pragmatic approach to a street children prevention and intervention involving various sectors of society where the problem manifests itself.
A Needs assessment of Kenyan Widows: A Study of Three Congregations of Christ is the Answer Ministries, Kenya

Author: Naomi Maina, 2004

Supervisor: Marta Bennett, EdD

ABSTRACT

Widowhood nowadays is no longer associated with elderly, in fact there are more deaths of young people and thus spouses being left behind especially because of the onset of HIV and AIDS. Traditionally in Kenya, widows were taken care of by the extended family but on the coming of Christian teachings, and with the growth of the nuclear family and urbanization, the support systems seem to have dwindled and in most societies have disappeared.

The researcher examined whether or not the church was succeeding or failing to be concerned with the problems of widows and how women themselves would like the church to be involved. It was envisaged that the collected and interpreted data can then be used to provide some solutions to the widowhood challenges and point to the way forward for the widows.

The purpose of this study was to investigate the needs of Kenya widows, focusing on three congregations of Christ Is The Answer Ministries, in Kenya whose congregants comprise many different ethnic groups. The branches targeted were Nairobi Pentecostal Church Central (the mother church), Nairobi Pentecostal Church Parklands (which has some Asian congregants), and Nairobi Pentecostal Church Ngong (which has some rural widows).
A Study of Links between Communication Strategies and Personal Insurance Covers Selected Areas in Kenya


Supervisor: Maurice Owino Onyango, MSc.

ABSTRACT

The purpose of this study was to establish the links between communication strategies and personal insurance covers in the Kenyan context. The study gives a background of personal insurance in Kenya and America Life Insurance Company’s (Alico-K) marketing communication strategies.

Data were gathered from in-depth interviews, participant observation and two separate sets of questionnaires administered to sampled Alico (K) sales agents and the general public drawn from Nyanza, Nairobi and Coastal provinces of Kenya. Quantitative data were coded then keyed into the Statistical Package for Social sciences (SPSS) software and analyzed using the frequency tables. The qualitative data were analyzed thematically.

This study established that Alico (K) does not advertise its products; instead it relies on their field force (agency services) to market and sell their personal insurance products. The main reason given for this preference is that insurance being service oriented is complex and requires interaction for proper need identification. It is only when the need is identified that a product is tailor-made to meet that particular need. Product knowledge and the right communication skills to put this knowledge across were identified to be vital for success in personal insurance sales.
Uses and Gratifications of Cinema-Going: A Case Study of Daystar University Students

Author: Maina, Rachel N. 2004.

Supervisor: Martha Mbugguss, M.A.

ABSTRACT

Film study and research has been at the core of communication scholarship in many countries. Here in Kenya, film, as a focus of study and as an industry has not been well developed. Little or no research has been conducted on cinema goers, thus creating a knowledge void in the area of film and film audiences. This study was therefore conducted, and is proposed as a stepping stone to further film research in Kenya.

The study sought to find out the uses and gratification of cinema-going. To accomplish this, students from Daystar University were sampled. Due to the scope of study, only undergraduate students enrolled for the January/May 2004 semester in the Athi-River campus were sampled. Stratified random sampling was employed. The study used a descriptive survey design, and used a self-administered questionnaire to collect data. Eighty-four respondents filled out the questionnaire.

This study sought to find out if three of the five categories of needs formulated by Katz, Gurevitch, (1974), were gratified by going to the cinema. These are affective, social integrative and tension release needs.

The study found that the students are frequent cinemas-goers, meaning they go to the cinema at least once a month. Genres that are most watched are action, comedy, thriller and romance movies.

Another finding was that cinemagoers usually go to the cinema with their friends, rather than alone, or with their families.
Abstracts

Communication Audit on the Internal Public of Kenya National Library Service (KNLS)


Supervisor: Martha Mbugguss, M.A.

ABSTRACT

This study examined the effectiveness and adequacy of the existing internal communication systems used by Kenya National Library services (KNLS), in meeting the information needs of its employees. This was done in recognition of the fact that since its inception more than three decades ago, KNLS had never carried out any communication research. This meant that the communication system operating in KNLS then, were not based on or supported by any research. Yet, as an organization becomes more significant (Kumar, 1997, p.47). This study was therefore deemed necessary due to the various changes that KNLS had experienced over the years.

The study was carried out in six of the then 33 KNLS branch libraries plus the headquarters. The six were purposively selected to capture the three KNLS library categories. Which were provincial, district, and community based libraries. The libraries studied were Nairobi and Nyeri in the provincial category, Meru and Thika in the district category.

A questionnaire was self-administered to a purposefully determined sample of 250 (72.5%) of the population study of 345 KNLS employees in the studied libraries. A response rate of 60.4% that is, 151 questionnaires, was realized. In addition, eight in-depth interviews were conducted as a follow-up to issues raised by the questionnaire data.

The study indicated that the communication systems used by KNLS did not adequately and effectively meet the information needs of its employees. For example, results showed that the amount of information received by the employees through various channels was much less than the amount they desired through the same channels. Similarly, the amount of information the employees received on various topics was significantly lower than the amount desired on the same topics.
ABSTRACT

The purpose of this study was to assess the perception of the roles and effectiveness of public relations by internal publics towards meeting the vision of an institution. The study population was the Nairobi International School of Theology (NIST) and it combined both quantitative and qualitative approaches.

The study population comprised of 210 members. A sample of 100 (46.6%) respondents was determined. To collect the required data, 100 questionnaires were distributed to both students and employees, with a response rate of 59%. In order to establish further clarification on specific responses derived from questionnaires four face-face interviews were conducted. Some key findings of this study were as follows:

- NIST has the potential necessary to achieve its vision and mission.
- Internal publics feel that the public relations department is remote from them.
- The staff and students need motivation.
- There is disharmony between public relations and fundraising activities.

Arising from the above findings among many others, the researcher has recommended that:

- The public relations department should educate its internal publics on its roles.
- The NIST management should be supportive of public relations activities.
- The NIST management and public relations department should motivate the internal publics and educate them on the vision and mission of NIST.
- The public relations and fundraising departments should merge to harmonize their activities.
Appendix
## Author Index

<table>
<thead>
<tr>
<th>Author</th>
<th>Year</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aberra, Asress</td>
<td>1987</td>
<td>32</td>
</tr>
<tr>
<td>Adjovu, Elizabeth Dede</td>
<td>1993</td>
<td>58</td>
</tr>
<tr>
<td>Ameka, Ann Wangai</td>
<td>1994</td>
<td>64</td>
</tr>
<tr>
<td>Angalia, Jane Frances</td>
<td>2002</td>
<td>142</td>
</tr>
<tr>
<td>Anne Wanjiru Muigai</td>
<td>2002</td>
<td>143</td>
</tr>
<tr>
<td>Aseno, Beryl</td>
<td>2002</td>
<td>150</td>
</tr>
<tr>
<td>Author: Kochomay, Samuel H.A.L.</td>
<td>2004</td>
<td>168</td>
</tr>
<tr>
<td>Author: Mbuguss, Martha</td>
<td>1995</td>
<td>78</td>
</tr>
<tr>
<td>Author: Ongwara, Enoch Eyobu</td>
<td>1997</td>
<td>92</td>
</tr>
<tr>
<td>Awiti, Jane Odhuno</td>
<td>1985</td>
<td>20</td>
</tr>
<tr>
<td>Ayee, Alberta Ama</td>
<td>1986</td>
<td>29</td>
</tr>
<tr>
<td>Ayee, Emmanuel Seth Armah</td>
<td>1985</td>
<td>21</td>
</tr>
<tr>
<td>Bakanoba, Kivy</td>
<td>1998</td>
<td>93</td>
</tr>
<tr>
<td>Beatrice Mbogoh</td>
<td>2002</td>
<td>156</td>
</tr>
<tr>
<td>Berry, Edith</td>
<td>1989</td>
<td>38</td>
</tr>
<tr>
<td>Bolden, Kenneth D.</td>
<td>1994</td>
<td>65</td>
</tr>
<tr>
<td>Booker, Nancy Acheing</td>
<td>2004</td>
<td>171</td>
</tr>
<tr>
<td>Buconyori, Joy Butoyi</td>
<td>1996</td>
<td>80</td>
</tr>
<tr>
<td>Buregea, Bin Rwakenda</td>
<td>2001</td>
<td>128</td>
</tr>
<tr>
<td>Campbell, Karen</td>
<td>2000</td>
<td>129</td>
</tr>
<tr>
<td>Chizelu, John</td>
<td>1992</td>
<td>50</td>
</tr>
<tr>
<td>Christine N. Kieti</td>
<td>2003</td>
<td>163</td>
</tr>
<tr>
<td>Clair, James R.</td>
<td>1990</td>
<td>40</td>
</tr>
<tr>
<td>Damap, Theophilus Aristakus</td>
<td>2000</td>
<td>107</td>
</tr>
<tr>
<td>Davies, Kathryn Alston</td>
<td>1995</td>
<td>73</td>
</tr>
<tr>
<td>Dei-Awuku, Ammissaddai</td>
<td>1987</td>
<td>33</td>
</tr>
<tr>
<td>Dijme, G. Solomon</td>
<td>1993</td>
<td>59</td>
</tr>
<tr>
<td>Dunham, Vienna</td>
<td>1990</td>
<td>41</td>
</tr>
<tr>
<td>Emery T. Faida T.</td>
<td>2000</td>
<td>108</td>
</tr>
<tr>
<td>Eseka Kipimo</td>
<td>2000</td>
<td>109</td>
</tr>
<tr>
<td>Author</td>
<td>Year</td>
<td>Page</td>
</tr>
<tr>
<td>------------------------</td>
<td>---------------</td>
<td>------</td>
</tr>
<tr>
<td>Ferguson, Daniel P.</td>
<td>1992</td>
<td>51</td>
</tr>
<tr>
<td>Ferry, Marian</td>
<td>1981</td>
<td>18</td>
</tr>
<tr>
<td>Gatere, Bernice Ndegi.</td>
<td>2000</td>
<td>110</td>
</tr>
<tr>
<td>Gathu, Faith W.</td>
<td>1991</td>
<td>44</td>
</tr>
<tr>
<td>Gatobu, Sospeter Kaai</td>
<td>1996</td>
<td>81</td>
</tr>
<tr>
<td>Githaiga Jennifer N.</td>
<td>2000</td>
<td>111</td>
</tr>
<tr>
<td>Gituto, Billington Mw.</td>
<td>2002</td>
<td>144</td>
</tr>
<tr>
<td>Hategeka Ernest S.</td>
<td>2001</td>
<td>130</td>
</tr>
<tr>
<td>Ikachoi Denis.</td>
<td>2002</td>
<td>145</td>
</tr>
<tr>
<td>Ikele, Isaac.</td>
<td>1986</td>
<td>31</td>
</tr>
<tr>
<td>Ikele, Victoria.</td>
<td>1986</td>
<td>30</td>
</tr>
<tr>
<td>Irungu, Margaret W.</td>
<td>2000</td>
<td>112</td>
</tr>
<tr>
<td>John Mungania.</td>
<td>1994</td>
<td>69</td>
</tr>
<tr>
<td>Juma, Susan Koki.</td>
<td>2002</td>
<td>147</td>
</tr>
<tr>
<td>Kabaseke, Stephen.</td>
<td>2003</td>
<td>160</td>
</tr>
<tr>
<td>Kabu, Stella Mwihaki.</td>
<td>1995</td>
<td>74</td>
</tr>
<tr>
<td>Kagunda, Julia Gichuhi.</td>
<td>1995</td>
<td>75</td>
</tr>
<tr>
<td>Kalugendo, Jasson.</td>
<td>2001</td>
<td>131</td>
</tr>
<tr>
<td>Kamau, Antoinette Bon.</td>
<td>2001</td>
<td>132</td>
</tr>
<tr>
<td>Kamau, Rosemary.</td>
<td>2003</td>
<td>161</td>
</tr>
<tr>
<td>Karani, Anna K.</td>
<td>1992</td>
<td>52</td>
</tr>
<tr>
<td>Kariungi, Agnes.</td>
<td>1998</td>
<td>94</td>
</tr>
<tr>
<td>Kaseje, Margaret A.</td>
<td>1985</td>
<td>22</td>
</tr>
<tr>
<td>Kawuma, Fredrick Mul.</td>
<td>1987</td>
<td>34</td>
</tr>
<tr>
<td>Keza-Kubi, Silas M.</td>
<td>1998</td>
<td>95</td>
</tr>
<tr>
<td>Kibasomba Man-Byemb.</td>
<td>1985</td>
<td>25</td>
</tr>
<tr>
<td>Kihara, Caroline Wang.</td>
<td>2004</td>
<td>170</td>
</tr>
<tr>
<td>Kiiru, Macmillan.</td>
<td>1984</td>
<td>19</td>
</tr>
<tr>
<td>Kiiru, Sarah M.</td>
<td>1995</td>
<td>76</td>
</tr>
<tr>
<td>Kiiti, Jennifer Nd.</td>
<td>1999</td>
<td>101</td>
</tr>
<tr>
<td>Kiiti, Ndunje C.</td>
<td>1992</td>
<td>53</td>
</tr>
</tbody>
</table>
Kimani, Rosemary. 1994. .......................................................... 66
Kimathi, Grace Gitonga. 1987. .................................................. 35
Kinya, Jesica Mwithia. 2001. .................................................... 133
Kinyua, Daniel M. 2000 ............................................................. 113
Kioi, Geoffrey G. 2003 .............................................................. 162
Kironde, Rev. Edward N. 1991. .............................................. 46
Kisila, James Silvester Mutua. 2002 ....................................... 146
Kissi-Ayittey, James. 1997. ....................................................... 87
Kiswii, Elizabeth. 1991. ............................................................ 45
Kivuva, Norah. 1985. ............................................................... 23
Kiyengo, Leah N. 1995. ............................................................ 77
Kyeyune, Henry E. 2000 ........................................................... 114
Long, Kendra W. 1996. ............................................................ 82
Lujana, Peter A. 1992. .............................................................. 54
Lyaro, Calvin Kimangaro. 1992. ............................................ 55
Magezi, Arthur. 1997. .............................................................. 88
Maina, Nahason Ndungu. 2004 .............................................. 172
Maina, Naomi, 2004 ............................................................. 173
Maina, Rachel N. 2004 ............................................................ 175
Majige, Zakayo Mayala. 1990. ............................................... 42
Makando Estomihi A. 2000 ...................................................... 115
Makau, Nathan Katua. 2001 .................................................... 134
Makungu, Mondi Howard. 2004 .......................................... 169
Maleche, Hellen Nambiro Masiga. 1997. ............................... 89
Mawiyoo, Samuel Tei. 1991. .................................................. 47
Mbennah, Emmanuel D. 1994 .............................................. 67
Mbogoh, Beatrice Wambugi. 2002 ....................................... 149
Mbua, Ru-Phina Nalova, 2001 ............................................. 135
Miller, Anne. 1992. ............................................................... 56
Misiani, Samuel O. 1997. ....................................................... 90
Mtange, Margaret. 2001 ....................................................... 136
Muciiri, Humphrey W. 2001 .................................................. 137
Muigai, Anne Wanjiru, 2002 ................................................ 157
<table>
<thead>
<tr>
<th>Authors</th>
<th>Year</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Munyabarame, Evariste</td>
<td>1990</td>
<td>43</td>
</tr>
<tr>
<td>Muriithi, Samuel M.</td>
<td>1991</td>
<td>48</td>
</tr>
<tr>
<td>Murimi, J.B.K.</td>
<td>1999</td>
<td>104</td>
</tr>
<tr>
<td>Musembi Ruth</td>
<td>2003</td>
<td>165</td>
</tr>
<tr>
<td>Muthengi, Kimanzi</td>
<td>1998</td>
<td>96</td>
</tr>
<tr>
<td>Mutuma, Mugambi Freminus</td>
<td>2000</td>
<td>116</td>
</tr>
<tr>
<td>Muturi, Rosslyn Wanjiku</td>
<td>2002</td>
<td>151</td>
</tr>
<tr>
<td>Mwangati, Whenda-Bhose</td>
<td>1997</td>
<td>91</td>
</tr>
<tr>
<td>Mwangi, Catherine Waithera</td>
<td>2000</td>
<td>117</td>
</tr>
<tr>
<td>Mwaura, Nahashon</td>
<td>2003</td>
<td>166</td>
</tr>
<tr>
<td>Nabunnya, Jane</td>
<td>1995</td>
<td>79</td>
</tr>
<tr>
<td>Ndung’u, Catherine</td>
<td>1999</td>
<td>102</td>
</tr>
<tr>
<td>Ng’ang’a, Rebecca R. C.</td>
<td>1992</td>
<td>57</td>
</tr>
<tr>
<td>Ng’ongo, Agnes Lucy Lando</td>
<td>2002</td>
<td>148</td>
</tr>
<tr>
<td>Ngare, Joseph K.</td>
<td>1999</td>
<td>103</td>
</tr>
<tr>
<td>Ngizulu, Simon M.</td>
<td>2000</td>
<td>118</td>
</tr>
<tr>
<td>Ngabei, Nathaniel</td>
<td>2000</td>
<td>119</td>
</tr>
<tr>
<td>Ngugi, Nancy</td>
<td>2004</td>
<td>176</td>
</tr>
<tr>
<td>Niemeyer, Judy</td>
<td>1989</td>
<td>39</td>
</tr>
<tr>
<td>Nitta, Tarcisius K.</td>
<td>2002</td>
<td>152</td>
</tr>
<tr>
<td>Njenga, Stephen Gichuhi</td>
<td>2001</td>
<td>138</td>
</tr>
<tr>
<td>Njoroge, Peter Thuku</td>
<td>2000</td>
<td>120</td>
</tr>
<tr>
<td>Njuguna, Perpetua Wanjia</td>
<td>1998</td>
<td>97</td>
</tr>
<tr>
<td>Nkundabemera Celestin Pierre</td>
<td>2002</td>
<td>153</td>
</tr>
<tr>
<td>Ntamushobora, Faustin M.</td>
<td>1998</td>
<td>98</td>
</tr>
<tr>
<td>Nyaga, Rahab Njeri</td>
<td>2000</td>
<td>121</td>
</tr>
<tr>
<td>Nyaole, Rosemary</td>
<td>2004</td>
<td>174</td>
</tr>
<tr>
<td>Nzioka, Gregory Kivanguli</td>
<td>2000</td>
<td>122</td>
</tr>
<tr>
<td>Obonyo, Levi</td>
<td>1996</td>
<td>84</td>
</tr>
<tr>
<td>Ogolla, Aileen</td>
<td>2000</td>
<td>123</td>
</tr>
<tr>
<td>Ogunleye, Adetokunbo A.</td>
<td>1994</td>
<td>70</td>
</tr>
</tbody>
</table>
Okigbo, Carol Azuka. 2000 ................................................................. 124
Okorafor, Odeey E. 1993. ................................................................. 60
Okorie, Iheanyichukwu C. 2001 ....................................................... 139
Okoronkwo, Stella. 1993 ............................................................... 61
Ombaka, Mary. 1993. ..................................................................... 62
Omeno W. Suji. 2002. .................................................................. 154
Orondo David D. Odwar. 1998. .................................................... 99
Paul Mutinda Mbutu. 1994. ......................................................... 68
Rickett, Daniel Paul. 1985. ......................................................... 27
Rucigitaramo, Festus. 1994 .......................................................... 71
Samuel Poghisio, 1985. ............................................................... 24
Severns, Ron, 1988. ..................................................................... 37
Sibomana, Emmanuel A. 2000 ...................................................... 125
Simbiri, Isaac. 1985. ..................................................................... 28
Taniu, Edward K. 1996. ............................................................... 85
Thuo, Jane W. 2000 ....................................................................... 126
Thuo, Margaret N. 1991. .............................................................. 49
Tumusiime, Ephraim N. 1994. ..................................................... 72
Twesigye, Emmanuel. 1978. ....................................................... 16
Ubukandi, Jacques Sandrizi, 2004. ............................................... 177
Umazekabiri, Nathan E. 1996. .................................................... 86
Vetter, Lilian Nyambura, 2000. .................................................... 127
Waine, Cherlyn 1993. ................................................................. 63
Wamba, Elizabeth. 1999. ............................................................ 105
Wambui, Mary Lynnette. 2001 .................................................... 140
Wanda, Silas N. 1987. ................................................................. 36
Wang’ombe Peterson W. 2002. ................................................. 155
Wanjiku, Dorothy. 1998. ............................................................ 100
Wanjohi-Gichaga Lucy W. 2001 ............................................... 141
Watako, Shem Zakayo. 2002. ..................................................... 158
Waudo, Robin. 1999 ................................................................ 106
William Njoroge Mugo, 2003 ................................................... 164
Wondiye, Ali. 2003. .................................................................. 159

Abstracts