FM RADIO ENTERTAINMENT PROGRAMS AND PARENTAL GUIDANCE AMONG YOUTH IN SELECTED CHURCHES IN NAIROBI COUNTY IN KENYA

JOSEPH MWONGI KINYURU, MA
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A RESEARCH PROPOSAL SUBMITTED TO THE DEPARTMENT OF PHILOSOPHY AND RELIGIOUS STUDIES IN THE SCHOOL OF HUMANITIES AND SOCIAL SCIENCES IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF DOCTOR OF PHILOSOPHY OF KENYATTA UNIVERSITY

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DECLARATION

This proposal is my original work and has not been presented for a degree in any other university.

JOSEPH MWONGI KINYURU, MA

[Signature]
Joseph Mwongi Kinyuru
C82/23204/2010

This proposal has been submitted with our approval as university supervisors.

[Signature]
Dr. Zacharia W. Samita
Department of Philosophy and Religious Studies

[Signature]
Dr. Josephine W. Gitome
Department of Philosophy and Religious Studies
ABSTRACT
The purpose of this study is to investigate the influence of Frequency Modulation (FM) radio entertainment programs on parental guidance among Christians in Nairobi County. Parental guidance is influenced by various factors including education and interaction with different value systems as propagated by mass media. Proper conduct in radio broadcasting is a global issue, and Kenya is not an exception. At the same time, there has been a global wave that equates freedom of the press with freedom of expression and by extension, human rights. This suggests that media outlets should be left alone to regulate themselves without any interference from other sectors of the society. Thus, the world has moved towards liberalization of the airwaves, allowing broadcasters to enter the media arena at an unprecedented rate. While liberalization of the airwaves is applauded by practitioners, local evidence shows growing uneasiness with regard to morning and evening entertainment programs played on Classic 105 FM as well as Kiss 100 FM. It is apparent that FM radio stations have the prerogative of setting the discursive agenda in the society. Their choice of agenda is the bone of contention with some topics straying into matters on sex and fidelity in marriage. This leads some parents to the view that society seems to have liberalized moral conduct of their children through provision of alternative educators in the form of these FM radio entertainment programs. In Kenya, about 80% of the population practice Christianity. Given this situation, the main objective of this study is to investigate the role that these FM radio entertainment programs played on Classic 105 FM as well as Kiss 100 FM morning and evening programs have on parental guidance as a Christian religious duty among parents in Nairobi County in Kenya. This study uses a mixed methodological approach that incorporates both qualitative and quantitative research methods. It targets three hundred respondents. These will include one hundred and fifty young people, thirty church leaders and youth pastors as well as one hundred and twenty parents. Quantitative data will be gathered using standard questionnaires. This will be analysed using Statistical Package for Social Sciences (SPSS) and presented in frequencies and percentages. Description of feelings, sentiments and attitudes as gathered through qualitative research will be employed to give a blended picture. The study seeks to use two media theories namely Powerful Effects Model as well Cultivation Theory in order to interpret data received from the field. The study hopes to map a way in which Christian parents may be able to reclaim their vantage role of guiding their children on positive media consumption.