

This study focuses on seven of Dominic Githingithia's narratives aired in a programme entitled *Mathekania na Mataaro ma Githingithia* (MMG), via a local vernacular radio station, Kameme 101.1 FM. This in translation means 'Humour and Moral Teachings of Githingithia'. The central focus of the study is to identify and explore narrative techniques, to identify and analyze the literary aspects and to investigate the functional social relevance of MMG. This critical assessment is premised on the notion that orature is dynamic and that it adapts to cultural changes in line with information technological advancement in society.

Githingithia's artistry embodies communicative and artistic importance worth critical literary analysis, enhanced by the complex narrative plotting and the artist's mastery of the Mkuyu language and style in the light of his skill in creating folklore from extant social experience. The advent of technology does not pose a threat to orature but rather, it avails a platform for the thriving of emergent forms of folklore namely electroature, a term we coined, which means electronically aided orature. Contemporary artists such as Domonic Githingithia are making use of modern information technology to create folklore which is skillfully transmitted via frequency modulated (FM) radio stations to a broadcast audience.

For analytical purposes, the study has adapted a combination of three theoretical approaches, namely Gerard Genette's (2002) narrative approach, Okpewho's (1992) view on the artistic, linguistic and functional aspects of African orature, Quasthoof and Nicolous (1982) production schema of conversational narratives, in order to come up with operational tools which have acted as guidelines.