DECLARATION

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

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We confirm that the work reported in this dissertation was carried out by the candidate under our supervision.

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DEDICATION

I dedicate this dissertation to my beloved parents. I am indebted to them for instilling in me the urge to learn and succeed from a very early age. Their encouragement and financial support towards my education is one of the best gifts any parent can give a child.
ACKNOWLEDGEMENT

This dissertation could never have been completed were it not for the guidance and support from many sources. Foremost, my gratitude goes to the Almighty God for giving me the gift of life, strength and good health. I also wish to extend my appreciation to my supervisors: Dr Emily A. Ogutu and Dr. Daniel O. Orwenjo for their scholarly advice, insight, encouragement, patience and availability throughout the study period. I am also greatly thankful to the entire English and Linguistics department for their ready assistance at all times. My sincere thanks also go to my family for their love, support and their encouragement. Last but not least I thank my friends and colleagues. Together we have made it.
Gender is a socially constructed unit in society. This means that society assigns identities as either masculine or feminine through studying behavior. Language too has been categorized as either feminine or masculine. Studies on differences in language used by male and female appear to have focused on speech and rarely on writing. This motivated the researcher to carry out a study on the construction of gender in opinion articles in Kenya, specifically, the Saturday magazines from *The Nation* and *The Standard* newspapers. In particular the study aimed to investigate gender role stereotypes, under-representation of the female and male gender and different writing styles of male and female authors. The data elicited would answer the following questions, which gender role stereotypes do the writers advocate, which gender has been under-represented and does the language used in the articles reflect gender differences. Articles from *Femalespeak, Mantalk, MenOnly* and *GirlCode* columns were selected using judgmental sampling procedure. The study was aided by the Appraisal Framework and Social Role theory. A checklist of gender role stereotypes was constructed and it aided in the collection of data. Content analysis was used to analyze the raw data. The findings presented that female and male writers do advocate for gender role stereotypes that are detrimental to the society. The study recommended that there is need to constantly sensitize the masses on harmful gender role stereotypes that lead to gender inequality. This can be done by setting up policies and programs that educate the society about equal treatment of the boy and girl child. It was commendable that the findings presented an equal representation of both gender as subjects in the articles analyzed. The researcher also noted that male writers tended to use more determiners, quantifiers and pronouns than their female counterparts. More findings and recommendations are discussed in the dissertation.
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OPERATIONAL DEFINITION OF TERMS

Gender – the state of being male or female with reference to social and cultural differences rather than biological ones.

Gender bias – unequal and unfair treatment of either the masculine or feminine gender due to attitudes based on sex

Gender construction – it is the notion that people’s understanding of gender is socially situated and subject to change.

Gender deconstruction – examining gender in order to expose its hidden internal assumption, flaws, biases and inconsistencies.

Gender equality – it is a system of giving men and women equal opportunities, rights, obligations in all spheres of life.

Gender equity – it is a system of fair treatment of men and women according to their respective needs. The treatment should be equivalent in terms of rights, benefits, obligations and opportunities.

Gender sensitive language – the realization of gender equality in written and spoken language.

Gender stereotype – over generalization of characteristics, differences and attributes of a certain group based on their sex

Gender under-representation – the ratio of male or female participation being lower in quantity, quality, or degree

Personalization – customization of written text in order to have a closer relationship with the reader
Sex – an ascribed status that a person is given based on the genitalia one is born with, male or female

Sexism – prejudice, stereotyping or discrimination typically against women on the basis of sex
CHAPTER ONE

1.1 Introduction

This chapter gives the background information, statement of the problem, objectives, research assumptions, the scope and limitation, justification and significance of the study.

1.2 Background of the study

The study sought to investigate the construction of gender in opinion articles from Kenya and specifically, from the Saturday magazines of The Nation and Standard newspapers. Particularly, the study was interested in four columns; Mantalk and Femalespeak from the Saturday Nation magazine and MenOnly and GirlCode from the Saturday Eve Woman Standard magazine. Woman Instincts was the Saturday Standard magazine that ran from the year 2005 to 2013. This magazine had columns that were constantly changed and so the researcher could not focus on any column during that time frame. Woman Instincts was later revamped to Eve woman in 2014. Eve Woman is still printed even today and has columns that run constantly. During the study period, Mantalk column had been written by four male writers that include; Oyunga Pala, Jackson Biko, Silas Nyanchwani and John Makeni whereas Femalespeak had been written by only two female writers who included Njoki Kaigai and Lilian Kithia. Tony Mochama was the only consistent male writer of the MenOnly column. Occasionally, two writers would contribute stories to the MenOnly column. One was Nikko Tanui and an anonymous writer using the code name The Player. GirlCode was mainly written by two female writers, who included, Beryl Itindi and Joy Doreen Biira. All the columns have articles that discuss gender issues such
as advice on relationships from the perspectives of male and female and general issues on current events. The columns are opinion articles that are published on a special page dedicated to them and contain the views, beliefs and attitudes of the writer. According to Knox (1997), opinion articles focus on current events and are written by a regular or guest columnist. Knox (1997) further states that a columnist writes about a subject of interest to him/her, current events or community happenings.

Social construction of gender means that everything that people “know” or see as “reality” is partially, if not entirely, socially situated (Berger and Luckmann, 1967). Gender is a socially constructed unit and it is viewed as binary and opposite. Butler (1991) states that the repetitious performance of “male” and “female” in accordance with social norms makes gender to appear natural. People are always performing gender and are ready to criticize anyone who deviates from what is expected from one’s gender. According to Alsops, Fitzsimmons and Lennon (2002), gender differences are socially constructed as it is the society which creates gender roles. The gender roles are then prescribed as appropriate behavior and consequently as literature is a reflection of society, it may then reflect in writing. The study focused on gender role stereotypes, under-representation of gender and differences in writing styles between male and female authors. Houghton (2013) defines gender stereotypes as generalizations about gender attributes, differences and roles of individuals. In simplistic terms, culture dictates that male and female should behave in a certain way because we are quite different. Globally especially in Europe, women in the past played nurturing occupational roles like nurse or
school teacher while men played more assertive and peremptory roles like being a soldier or doctor (Chafetz, 1978). In recent times, the society’s perception is almost the same, as Huber (2007) points out that the female stereotypical role is to marry and have children. He further states that a woman should put her family’s welfare before her own; be loving, compassionate, caring, nurturing and sympathetic and find time to be sexy and feel beautiful. The male stereotypic role is to be the financial provider, assertive and competitive. Regionally, in Africa women are presented as nurtures, loud, talkative (likes gossiping), quarrelsome, emotional and make poor leaders. Men on the other are viewed as leaders, in control of their emotions, intelligent and generally important. In Kenya, linguists have focused on analyzing gender role stereotypes in the electronic media, textbooks and fact–based articles. Little or no research has been done on unveiling gender role stereotypes, under-representation of gender and differences in writing styles between male and female writers in opinion articles from magazines. Opinion articles especially from magazines are considered sensational and mainly meant to entertain which might be the reason why they have been no research on how the writers portray gender. What they have failed to consider is that opinion articles are widely read by the youth and especially women and are naturally and unconsciously socializing the society into accepting norms and behavior that that can create unjust realities for any gender. e.g. women make poor bosses as there are not good with number versus men are great bosses. Ossai (2017) believes that this gender role stereotypes creates justification for gender discrimination in the owners mind, taking root so firmly as to make him unlikely to perceive the discrimination in the context. In Kenya, gender role stereotypes are so
common and repetitive that it is common to find a certain gender being discriminated. For example, Oyunga Pala, who was best known for his controversial column, *Mantalk*, received a lot of complaints from women who felt he depicted women in a harsh manner as gold diggers. Oketch (2013) believes that the *Mantalk* column “started as a gender war as there were a lot of gender campaigns that were targeting women and it seemed as if men were being relegated to the back banner.” Bearing this in mind the researcher was motivated to undertake this study. The study aims at providing knowledge by illustrating how opinion based articles encourage gender role stereotypes and attributes that are harmful and discriminative. This then led to an examination of which gender was being discriminated through under-representation in the articles. It is also important to prove if men and women are so different that it can be observed in the way they write. As a result it was essential to study lexical differences between male and female authors.

1.3 Statement of the problem

Traditions of gender are ever present from the time we are born to the time we die. Gender is embedded so thoroughly in our Kenyan institutions, our actions, our beliefs and our desires that it appears to be completely natural. Notions about gender are so common that we take it for granted that they are true e.g. women as weak, dependent and submissive versus men as strong, independent and dominant.

The media is a persistent and great influence on how we view gender. Every single form of media perpetuates unrealistic, stereotypical and limiting perceptions of gender. This
negative display of gender by the media has various detrimental consequences such as normalization of violence against women and unrealistic emotional and physical expectation for men and women. The written media has tried to correct this by inclusion of fact based articles that are objective. Objectivity refers to fairness, disinterestedness, factuality and non-partisanship. Fact based articles report at a reduced level of responsibility, attributing their information to a spokesman, the press or other sources. These ensure that fact based articles use neutral and gender sensitive language. Fact based articles mainly cover issues on politics, economy and sports which are general topics affecting both genders. Although to some extend fact based articles have aided the written media to be gender sensitive, opinion based articles have thwarted this progress by advocating harmful gender role stereotypes for both the male and female gender and under-represented the female gender. Gender role stereotypes strongly emphasize the differences between the male and female gender. Consequently, it made it necessary to research on male and female different writing styles. From 1960s to 2010, a great deal of research has focused on investigating male and female differences in speech. e.g. William Labov, W. (1966 and 1990), Trudgill, P. (1972 and 1974), Lakoff, R. (1975), Coates, J (1998) and Tannen, D (1990). On the other hand, little research has been done to identify male-female writing styles that are opinion-based. The goal of the study is to find out ways in which opinion based articles writers’ insinuate harmful gender ideas into our consciousness. The study also seeks to fill the knowledge gap of whether writers, by imitating differences between men and women in society, do write differently. Moreover, the study aims at establishing whether the male or female gender has been under-
represented in the articles from the columns. The focus is on four columns namely Mantalk, Femalespeak, MenOnly and GirlCode written by a series of writers from both gender. The analysis was conducted from a selection of a number of magazines from the year 2002 to 2010 for the Saturday Nation and from 2014 to 2016 for Eve Woman Standard magazine. The time frame selected would provide a substantial quantity of data on varying and changing opinions over the years. For the Saturday Nation magazine selection of articles stopped at 2010 because the Femalespeak column was dropped off for unrevealed reasons. For The Standard Eve Woman magazine the time frame was chosen because there was consistent and constant appearance of the same columns.

1.4 Research Objectives

The objectives of this study are to:

1. Describe gender role stereotypes represented and constructed through language in the Femalespeak, Mantalk, MenOnly and GirlCode columns of the Saturday Nation and Eve Woman Standard magazine.

2. Establish whether the masculine or feminine gender has been under-represented in the articles from Femalespeak, Mantalk, MenOnly and GirlCode columns.

3. Find out if male and female authors have different writing styles in articles from Femalespeak, Mantalk, MenOnly and GirlCode columns.

1.5 Research questions

This study will answer the questions:
1. What gender roles are represented and constructed through the language of the articles from *Femalespeak, Mantalk, MenOnly* and *GirlCode* columns of the *Saturday Nation* and *Eve Woman Standard* magazine?

2. In what ways have the masculine or feminine gender been under-represented in the articles from *Femalespeak, Mantalk, MenOnly* and *GirlCode* columns?

3. In what ways does the language used in the articles from the *Femalespeak, Mantalk, MenOnly* and *GirlCode* columns reflect differences in writing styles between male and female authors?

### 1.6 Research Assumptions

This study was based on the following assumptions:

1. That the language used in the articles from *Femalespeak, Mantalk, MenOnly* and *GirlCode* columns of the *Saturday Nation* and *Eve Woman Standard* magazines assign gender roles to the male and female gender.

2. That the articles from the *Femalespeak, Mantalk, MenOnly* and *GirlCode* columns have under-represented the male or female gender.

3. That language used in the articles of *Femalespeak, Mantalk, MenOnly* and *GirlCode* columns reflects differences in writing styles between male and female authors.
1.7 Justification and Significance of the study

This research is important to the domain of sociolinguistics and gender studies as it extends the knowledge base that currently exists in that field. The study investigated gender portrayal in opinion articles in Kenya from the Saturday Nation and Standard Eve Woman magazine, Femalespeak, Mantalk, MenOnly and GirlCode columns. These columns have yet to be analyzed in terms of how they portray the sexes. The study was motivated by the fact that in the Saturday Nation magazine in a section titled Letters to the Editor (Saturday Nation, 19 March, 2005 page 2) there were complaints about Oyunga Pala (Mantalk writer) portrayal of women. The Standard Eve Woman magazine was chosen as opposed to the Woman Instinct (Standard Saturday magazine from 2005-2013) because it had two regular columns that run consecutively and constantly from the year 2014 up to date. Woman Instinct had columns that were inconsistent as in each year there was introduction of new columns and other columns were dropped off before the year came to an end. It is anticipated that the information gained will be beneficial to writers when they employ language to communicate ideas to their readers. Moreover, this study will be helpful in informing the media industry on how the Kenyan society creates a socio-cultural identity through reading of magazines within newspapers. The study will also be of interest to discourse analysts with specific interest in media discourse and to the wider linguistic field as it will analyze language in use from a socio-cultural perspective. Last but not least, it is of interest to language students and anyone with a general interest in language and gender.
1.8 The Scope and limitations of the study

While the study would have investigated other popular magazines that are sold independently in Kenya such *Parents* or *Eve* it only focused on The Saturday *Nation* and the *Eve Woman Standard* magazines. This was because the magazines had binary mandatory columns in adjacent pages that discuss gender issues from the perspective of both male and female. The magazines were also issued free with the local paper and so the magazines had wide circulation and readership, hence its influence on the public audience. To get a wider scope of information the study researched article from the year 2002 to 2010 for the Saturday *Nation* magazine and from the year 2014 to 2016 for the *Standard Eve Woman* magazine. This time frame would present a sufficient amount of information on changing viewpoints of writers over the years. The focal point of the study was on four columns that include *Mantalk, Femalespeak, MenOnly* and *GirlCode*. The researcher selected these columns because they contained gender issues tackled from male and female perspectives. *Mantalk* and *MenOnly* columns are written by male writers while *Femalespeak* and *GirlCode* columns are written by female writers. The study of gender construction is extensive but the researcher only focused on gender role stereotype, under-representation of the female and male gender and differences in writing styles between male and female authors. The reason of focusing on this area was to demonstrate that opinion articles are gender biased and suggest ways of eradicating this bias. Another reason was to deconstruct gender by proving male and female writers have similar writing styles. Gender role stereotype were identified through Social Role theory. On under-representation of the male and female gender, the researcher, counted the
number of times the male and female gender was made the main subject of the articles. Last but not least on the third objective which is on differences between male and female writing styles, the researcher used linguistic distinctive features of male and female writing patterns provided by Argamon et al (2003).

In conclusion, chapter one focused on the background of study from articles from *Femalespeak, Mantalk, and MenOnly* and *GirlCode* columns. The columns were from the Saturday *Nation* and *Standard Eve Woman* magazines. The reason for studying the identified columns was that the study required contrasting view points from the male and female gender. Additionally, the columns were opinion based and published every Saturday for a whole year during the period the study was conducted. One of the strongest aspirations of the media is objectivity and avoiding biasness but the study intends on exposing gender bias in opinion articles. This will be done by revealing gender role stereotypes advocated by the writers. Gender biased will also be revealed through analyzing the articles to find out if writers focused on only one gender. Since society believes that men and women are quite different, the study sought to find out if male and female writers have different writing styles. Chapter one also gives a limit to the area under study, time frame and content. The subsequent chapter will give current knowledge and substantive findings that exist on construction of gender. The content on areas to be reviewed will be guided by the objectives. Chapter Two will also cover the theoretical framework.
2.1 Introduction

This section begins with an introductory discussion on social construction of gender. The subsequent section is divided into three parts in accordance with the research objectives of this study. The three parts include; stereotypical portrayal of women and men, under-representation of gender in the media and studies on differences in male and female writing styles.

2.1.1 Social construction of gender

Social construction refers to the notion that there are many things that people “know” or take to be “reality” that are at least partially, if not completely, socially situated (Berger and Luckmann, 1967). For example, money is a socially constructed reality as it is the society that gives it value otherwise it would just be a piece of paper, not the power tool we use to trade in. Gender is also socially constructed in that the society finds ways of categorizing the sexes as male and female according to the stipulated behavior. Deustch (2007) states that children learn to categorize themselves by gender very early on in life and display and perform these gendered identities. Boys learn to manipulate their physical and social environment through physical strength or other skills, while girls learn to present themselves as objects to be viewed (Cahill, 1986). Girls learn that
physical appearance is essential and so they begin to work on beautifying themselves at an early age. Girls at the age of three will powder their faces as they see their mothers do.

Butler (1990) contends that being female is not “natural” and that it appears natural only through repeated performances of gender; these performances in turn, reproduce and define the traditional categories of sex and/or gender. Male and female is usually viewed as binary and opposites of each other. Gender is not what one is but what one does. People will try as much as possible to behave as anticipated of their gender so as to be accepted in that society. This then leads to acceptance of stereotypical gender roles that eventually leads to one sex being discriminated against in terms of who has the power in society. Everyday performance of gender reinforces the essential categories of gender. The idea that men and women are different is what makes men and women behave in ways that appear essentially different. Though sex categorization is based on biological sex, it is maintained as a category through socially constructed displays of gender (for example, you could identify a transgender person as female when in fact he is biologically male). Institutions such as schools simultaneously create and maintain these gender concepts. People hold themselves accountable for their own presentations of gender and are aware that others are evaluating and characterizing their behavior. According to Lorber (1994), gender is one of the major ways that human beings organize their lives around. Human society depends on a predictable division of labor, a designated allocation of scarce goods and assigned responsibility for children and others who cannot care for themselves.
From the above illustrations it is clear that men and women behave differently in accordance to their stipulated behavior and gender roles. This expose the society to some form of gender bias that entails that one gender is dominant and powerful than another. If women and men behave differently in society then it can be presumed that male and female authors have different writing styles.

2.1.2 Stereotypical portrayal of women and men in the media

Introduction

In relation to the first objective which was a description of the gender role stereotypes represented and constructed through the language of *Femalespeak, Mantalk, MenOnly and GirlCode* articles, the study reviewed relevant literature on how the media depict gender role stereotypes.

Wood (1994) asserted that the media presented both women and men in stereotyped ways that limited our perceptions of human possibilities. Typically men were portrayed as active, adventurous, powerful, sexually aggressive and largely uninvolved in human relationships. While women were portrayed as sex objects who were usually young, thin beautiful, passive, dependent, and often incompetent and dumb. Female characters devoted their primary energies on improving their appearances and taking care of homes and people. As the media encompasses our daily interactions it sometimes misrepresent genders and may distort how we see ourselves and what we perceive as normal and desirable for men and women. The stereotypical gender roles were further discussed
under two topics which included stereotypical portrayal of men and stereotypical portrayal of women.

2.1.2.1 Stereotypical portrayal of men

According to Doyle (1989), television programs typically show males as aggressive, dominant, and engage in exciting activities from which they receive rewards from others for their ‘masculine' accomplishments. Highly popular films such as *Lethal Weapon*, *Predator*, *Days of Thunder*, *Total Recall*, *Robocop* and *Die Hard* star men who embody the stereotype of extreme masculinity (Boyer, 1986). This reinforces the long-standing cultural ideals of masculinity by presenting men as hard, tough, independent, sexually aggressive, unafraid, violent, totally in control of all emotions, and above all in no way feminine. Equally interesting is how males are not presented. Brown & Campbell (1986) report that men are seldom shown doing housework. Doyle (1989) further notes that boys and men are rarely presented caring for others. They are typically presented as uninterested in and incompetent at homemaking, cooking and child care. Most television advertisements for cooking and cleaning supplies show men as incompetent in the kitchen and taking care of children. When someone is shown taking care of a child, it is usually the mother, not the father. This perpetuates a negative stereotype of men as uncaring and uninvolved in family life.
2.1.2.2 Stereotypical portrayal of women

Media's images of women also reflect cultural stereotypes that depart markedly from reality. Women are portrayed as significantly younger and thinner than women in the population as a whole, and most are depicted as passive, dependent on men, and enmeshed in relationships or housework (Davis, 1990). The requirements of youth and beauty in women even influence news shows, where female newscasters are expected to be younger, more physically attractive, and less outspoken than males (Craft, 1988; Rock, 1988). According to Woodman (1991), in children's programs the few existing female characters typically spend their time watching males do things. MTV (a television channel) routinely shows pictures and videos of women satisfying men's sexual fantasies (Pareles, 1990; Texier, 1990). Wood (1994) states that the media reiterate the cultural image of a woman as dependent, ornamental objects whose primary functions is to look good, please men, and stay quietly on the periphery of life. Wood (1994) further claims that the media has also created two images of women: good women and bad ones. These polar opposites are often juxtaposed against each other to dramatize differences in the consequences that befall good and bad women. Good women are pretty, deferential and focused on home, family and caring for others. They are also subordinate to men and are usually cast as victims, angels, martyrs, loyal wives and helpmates. Occasionally, women who depart from traditional roles are portrayed positively, but this is done either by making their career lives invisible, or by softening and feminizing working women to make them more consistent with traditional views of femininity. Faludi (1991) states that a woman may be strong and successful if and only if she also exemplifies traditional
stereotypes of femininity, subservience, passivity, beauty, and an identity linked to one or more men. The bad women are presented as hard, cold, aggressive and all of the things a good woman is not supposed to be. Faludi (1991) further states that in prime-time television women who are ambitious and independent are usually lonely and embittered spinsters.

2.1.3 Under-representation of gender in the media

This section had a relation to the second objective which was to establish whether either gender had been under-represented in the articles of the two columns. For a long time the media has distorted our views on gender by creating an impression that men are the cultural standard and women are unimportant or invisible (Wood, 1994). In support of this argument Basow (1992) claims that in prime-time television, there are three times as many white men as women and the same applies to children’s programs in which males outnumber females by two to one. He further states that women make up 16% of newscasters and stories about men are included ten times more often than the ones about women. It is apparent that the media misrepresent actual proportions of men and women in the population. This constant distortion tempts us to believe that there are more men than women and that the male gender is the cultural standard.

In America, a blog named The Inquisitive Flo (2010) conducted a research on ten newspapers (The Sun, Daily Mirror, Daily Star, Daily Mail, Daily Express, The Times, Telegraph, The Guardian, The Independent and The Metro). The findings revealed that in
all ten newspapers the main focus was on the male gender. Male subjects were 78% of
the total whereas female subjects were 22%. Men appeared in articles for their work,
achievements or knowledge, whereas women appeared because they were having babies,
relationships and health problems, physical appearance or were related to someone who
was actually doing something. In conclusion, female subject were mentioned fewer times
and less favorably than male subjects.

Closer home and particularly in Kenya, the media also has under-represented women. For
example, according to *African Woman and Child Feature Service Report* (2009), during
the 2007 elections, the only woman presidential candidate Nazlin Umar was frustrated by
the media. She was given less coverage in comparison with the three male leading
contenders. This was an obvious expression of her being an inconsequential presidential
candidate. Even though she proposed significant issues in her manifesto such as reducing
the salaries of Members of Parliament, passing a new constitution and tax exemption on
low earning worker.

*The African Woman and Child Service report* also conducted another study in 2009
which showed great disparity between the sexes, both in qualitative and quantitative
terms. 67% of the journalists who compiled stories on post-election violence were males
compared to 14% female. The gender of 19% of the writers of such stories in the media
was not specified. During a study to analyze the presence of female issues containing
IDPs related stories, the report also revealed that women received less favorable coverage than men and female issues were not a priority to the reporters.

From the above illustration it is apparent that the female gender has been grossly under-represented in the media. Consequently, the researcher undertook the study to find out if this still prevails in opinion articles of four columns which include of *Mantalk, Femalespeak, MenOnly* and *GirlCode*.

### 2.1.4 Studies on language differences between male and female writers

For decades linguist have been baffled by the question of identifying and interpreting possible differences in linguistic styles between males and females and they have done several research on it. Hudson (1986) writes that there are quantitative differences between male and female speakers even in English, where female speakers tend to use more prestigious forms than males with the same social background. According to Coates (1993), the variation in female and male language found in European languages involves one gender preferences to a variety of language. There are no forms associated exclusively with one gender; rather there is a tendency for women and men to prefer a certain form. In human history, writing was discovered later than speech and so this explains the large number of studies on speech differences versus the small number of studies that tend to examine gender difference in writing.
Lakoff (1975) published a set of basic assumptions about what marks out the language of women. Among these claims were that women avoided coarse language or expletives and used phrases like “sort of”, “kind of”, “it seems like”, and so on. Women also preferred to use more of tag questions, empty adjectives, direct quotation and super polite forms such as “Would you mind...”, “I'd appreciate it if...”, and “…if you don't mind”. Women also apologized more and used indirect commands and requests: (for example, “My, isn't it cold in here?” - really a request to turn the heat on or close a window). Women tended to use direct quotation while men paraphrased more often. Men also had more words for sport related activities, cursed more and had a sense of humor as compared to women. Some of these features could have been applied to writing but others were specific to speech.

Formal written texts such as books and articles, which are intended for a broad unseen audience, lack the intonational, phonological and conversational cues that are involved in speech. One might therefore expect that in formal written texts that language differences would be reduced or even eliminated. Indeed, some authors (such as Berryman-Fink & Wilcox, 1983 and Simkins-Bullock & Wildman, 1991) have asserted that there are no differences between male and female writing styles in formal contexts. However, facts show that there are indeed variations between male and female writing styles in Modern English. According to Argamon et al (2003), there are words whose occurrences in texts differ greatly according to writer’s gender both in fiction and in non-fiction. These differences include the use of personal pronouns and certain types of noun modifiers.
Although the total number of nominals used by male and female authors is virtually identical, females use many more pronouns and males use many more determiners. Halliday (1994) states that pronouns send the message that the identity of the "thing" involved is known to the reader, while determiners and quantifiers provide information about "things" that the writer assumes the reader does not know. This then leads us to make the conclusion that men writers focus more on objects, while women writers focus more on relationships.

Biber (1995) was of the opinion that female writers had a greater interaction with the reader because of the greater frequencies of first and second person pronouns in their texts. Female indicators included the pronouns (I, you, she, her, their, myself, yourself, herself). On the other hand, male writers were more inclined to present information by using a great number of determiners (a, the, that, these) and quantifiers (one, two, more, some).

Halliday (1994) suggested that the greater frequencies of pronouns in women writing implied to the reader that "I know that you know what I am referring to, therefore I will present the information as if we both know it". The greater frequencies of determiners and quantifiers in men's writings imply that "here are some details about the things being mentioned".
2.2 Theoretical framework

The theories that guided the study were appraisal framework and social role.

2.2.1 Appraisal Framework Theory

Martin and White (2005) pointed out that Appraisal Framework Theory was a development of work in Systematic Functional Linguistics. White and Eldon (2012) defined it as an approach to exploring, describing and explaining the way language is used to evaluate, adopt stances, construct textual persona and arrange interpersonal positions and relationships. Thus, it explored how writers pass judgement on other writers, their utterances, material objects, happenings and state of affairs and thereby forming alliances with those who share these views and distancing themselves from those who do not. The current study investigated how the writers of the articles of Femalespeak, Mantalk, GirlCode and MenOnly pass judgement on the state of affairs. The study was concerned with the stance the writers took on issues of gender role stereotypes. Do they advocate gender role stereotypes or don’t they?

Martin & White (2005) states that appraisal consists of three subsystems; attitude, engagement and graduation. Attitude is the expression of feelings; engagement is the sourcing of attitudes and negotiation of heteroglossic, diversity; and graduation is the scaling of interpersonal force. Each system has its own sub-systems as presented in Figure 2.1 below (from Martin and White, 2005:38)
Figure 2.1: Appraisal framework outline

Under the three systems of appraisal framework, attention was mainly paid to the application of attitude, which also encompasses three categories: affect, judgment, and appreciation. Affect is indicated mainly through verbs of emotion and is concerned with the appraisers’ emotional states. That is, a writer can express attitude towards some phenomenon by indicating how that phenomenon affected them emotionally. Affect
occurs as either positive or negative and it is a personalized and individualized mode of evaluation. It provides a means by which a writer operating from one socio-semiotic position may negotiate with a reader operating from a different social position and may establish a point of commonality despite ideological/cultural differences. By appraising events in affectual terms, the writer invites their audience to share emotional response or at least to see that response as appropriate and well-motivated. Naturally, an emotional reader is more likely to concur with the author’s evaluative position. Judgment refers to attitudinal evaluation in which human behavior is negatively or positively assessed by some set of social norms, which include rules, conventions, social acceptability or expectations and system of value. Appreciation contains values, which express both aesthetic and non-aesthetics categories of social valuation and includes meanings such as significance and harmfulness. Appreciation can be divided into positive and negative values.

The appraisal framework aided the study to investigate the gender role stereotypes, under-representation of the male or female gender and differences in writing styles between male and female writers in the articles. Using the appraisal framework theory the study evaluated the various attitudes portrayed by the writers. The writers wrote on what affected them emotionally through daily interactions with the society. The writer’s social positions and ethics were revealed by their judging behavior. The writers’ judgments were made through a set of rules and conventions on how male and female should behave in society. Their judgments would either be significant or harmful to the society as people try to ape what has been written.
2.2.2 Social Role Theory

According to Eagly (1987), Social Role Theory is the principle that men and women behave differently in social situation and take different roles, due to the expectations that society puts upon them (including gender stereotyping). Three common patterns of Social Role theory include, women performing more domestic tasks, women and men having different occupational roles, and women having lower status especially in the occupational area. It was necessary to use Social Role theory as it aided in identification of gender role stereotypes. Identification of gender role stereotypes was related to the first objective which aimed at describing the gender roles represented and constructed through language in the articles from *Femalespeak, Mantalk, GirlCode* and *MenOnly*. Eagly (1987) suggests that the sexual division of labour and society expectations based on stereotypes produce gender roles. Eagly (1987) further distinguishes between the communal and agentic dimensions of gender-stereotyped characteristics. The communal role is characterized by attributes such as nurturance and emotional expressiveness, commonly associated with domestic activities, and thus with women. The agentic role is characterized by attributes such as assertiveness and independence, commonly associated with public activities, and thus, with men. Behaviour is strongly influenced by gender roles when cultures endorse gender stereotypes and form firm expectations based on those stereotypes. Deaux and Lewis (1983) state that gender stereotypes vary on four dimensions: traits, role, behaviour, physical characteristics and occupations. For example, whereas men are more likely to be perceived as aggressive and competitive, women are more likely to be viewed as passive and co-operative. Traditionally, men have been
viewed as financial providers, whereas women have been viewed as care takers. Physically characteristics and occupations have also been considered consistent or inconsistent with masculine or feminine roles. Landrine (1999) declares that although in recent times women have increasingly joined the workforce, they continue to do the majority of the house labour. On the whole, women provide more direct care for and spend more time with children (Walzer, 2001). This care include taking responsibility for the mental work of gathering and processing information about infant care, delegating the tasks related to infant care, and worrying about infant health and well-being. In sum, the unequal division of both household labour and child care, with women doing the bulk of the work, is thought to contribute to the reported lower marital satisfaction for women. Pleck (1976) asserts that boys and men are pressured to fulfil a standard of masculinity and when they don’t they suffer from low self-worth. Some men pass through traumatic socialization practices that entail violence. For example in Kenya, men who have not gone through circumcision are often taunted and the end result is sometimes they are forcefully circumcised with crude items like broken pieces of glass or iron sheets. Girls and women are also constrained by standards of femininity, such as pressure to have children. A woman without children is viewed as a lesser woman by other women and this causes emotional stress. Gender stereotypes can also affect men’s and women’s performance. This is exemplified by Spencer (1999) findings that women performed significantly worse than men on a math test when the participants were led to believe that the test would probably produce gender differences. In contrast, women and men performed equally well when the participants were led to believe that the test did not
produce gender differences. These findings suggest that negative stereotypes can and do negatively affect performance.

In summary, the social role theory aided the study to come up with a list of gender role stereotypes for men and women. These roles included; women’s role as primary care givers and men as providers, men’s independence versus women’s dependence, women as victims and sex objects versus men as aggressors and men as promiscuous versus women as chaste.

In conclusion chapter two reviewed related literature according to the objectives. Sections reviewed include social construction of gender, stereotypical portrayals of women and men in the media, under-representation of gender and studies on language differences between male and female writers. This section gave the study relevance by showing what others have done on the topic and what remains to be done. Studies on gender role stereotyping which brings about bias have focused mainly on fact based articles and no research has been done on opinion articles. Opinion articles are also significant as they reach out to a larger audience of readers especially the youth. Consequently, this affects the youth in terms of behavior and how they perceive themselves in society. The study also identified features that mark the differences in male and female writing as identified by Argamon et al (2003). Theories that guided the study included, Appraisal Framework and Social Role theory. The subsequent chapter, research design and methodology, will describe how, when and where data is collected and analyzed.
CHAPTER THREE
RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction
This chapter presents the research design, area of study and study population, sampling techniques and sample size, data collection procedures and data analysis.

3.2 Research design
To get more in-depth and comprehensive information, the researcher adopted a qualitative research method. This was preferred as it enabled the researcher to collect data and analyze the articles of the Saturday *Nation* and *Eve Woman Standard* magazine intensively. According to Shuttleworth (2008), qualitative research design is useful for studying human behavior and reasons that govern such behavior. For this reason it was the most appropriate design for the study as one of the objectives aimed at finding out if writers advocate for gender role stereotypes. The gender role stereotypes streamed from how the male and female gender behaves in society. Moreover, qualitative research design can generate meaningful results with a small sample group and also possible leads and ideas which can be used to formulate realistic and testable hypothesis. This hypothesis can then be comprehensively tested and statistically analyzed with standard quantitative research methods. The study used a small sample that generated meaningful results that was analyzed quantitatively.
3.3 The area of study and study population.

The focus of attention was on four columns Femalespeak, Mantalk from the Saturday Nation magazine and MenOnly and GirlCode from the Eve Woman Standard magazine. The Nation and Standard newspapers were chosen as they had binary mandatory columns in adjacent pages that discuss gender issues from the perspective of both male and female. The magazines were also issued free with the local paper and so the magazines had wide circulation and readership, hence its influence on the public audience. The columns were also selected as they were opinion based. The weekly columns were written by male and female writers and so the study would get gender issues from both male and female perspectives. On content the research only focused on gender role stereotypes, under-representation of gender and differences in writing styles between male and female writers. The target population was Saturday newspapers that had internal magazines and specifically The Saturday Nation and The Standard newspapers.

3.4 Description of sample and sampling procedures

Judgmental sampling was used in the selection of columns as the magazines had many columns. The study required four mandatory columns covering gender issues from the male and female perspectives. The columns selected were Femalespeak, Mantalk, GirlCode and MenOnly. To yield a more representative sample it was necessary to use judgmental sampling to select the articles required as not all articles covered issues on gender. This then allowed the researcher to draw the required articles which contained the relevant information on gender from the four columns of the Nation and Eve Woman
Standard Saturday magazines. From the Saturday Nation magazine the sample size selected was ninety articles from the year 2002 to 2010. The time frame of nine years was chosen to ensure that the study had substantial content and it would also capture the changing viewpoints of society over the years. The researcher analyzed forty five articles from the Femalespeak column and an equal number of articles from the Mantalk column. From the Saturday Eve Woman Standard magazine the sample size selected was fifty articles from the year 2014 to 2016. This consisted of only three years as the Eve Woman magazine began in 2014 and still continues to be printed even today. Twenty five articles were from the GirlCode column and an equal number from the MenOnly column. In total, the study used a hundred and forty articles from the four columns.

3.5 Data Collection Procedures

The data was collected from May 2013 to June 2017. The articles used were both in hard copy and electronic form and were attained from the Nation’s House and Standard’s House library. To gain access to both the Nation and Standard libraries permission had to be sought from the head librarian. The researcher was also aided by a research permit (c.f appendix 2) from the National Commission for Science, Technology and Innovation (NACOSTI). For NACOSTI to issue the research permit a clearance fee and a number of regulations and processes had to be followed. The researcher also paid the required entrance fee for both The Nation and The Standard libraries. An addition fee was also paid for all the hard copies and soft copies of the articles used. The study used documents analysis and oral interviews. Document analysis was a useful tool to collect data as the
writers were unavailable to offer their insight. The articles used were from the Saturday Nation and Standard newspaper, specifically, Femalespeak, Mantalk, MenOnly and GirlCode columns. Before the interview was conducted the researcher ensured that the respondents were informed about study details and given assurance about ethical principles, such as anonymity and confidentiality. This gave respondents some idea of what to expect from the interview and increased the likelihood of honesty. The questions were flexible and allowed discovery and elaboration of further information. The length of the interview was about ten to twenty minutes. The interview had introductory questions as well as other questions about magazine and the specific columns. The interview was carried out in a friendly manner and the data was written down.

In relation to the first objective which was to describe the gender roles represented and constructed through language from the articles of Femalespeak, Mantalk, GirlCode and MenOnly columns, the study created a checklist. The checklist contained gender role stereotypes identified through the Social Role theory discussed in the theoretical framework. The identified gender roles and attributes included; care givers, providers/financial controller, safety/protector, authoritative/powerful, promiscuity, independence, dependence, strong/rough, beautiful, physically/emotionally weak, submissive, dramatic and sex objects.

On under-representation of the male and female gender in the articles of the four columns, which was the second objective, the researcher first identified the main topic of
the article. The main topic could be identified from repetition of key words. The key words would mainly be found in the title, the body (which included proposing and opposing arguments) or the conclusion. The main topic would then lead the researcher to ‘who’ the article was about. The ‘who’ would be the main subject which would then be coded as either female or male. The researcher then took note of the article title, year, author’s gender and the subject frequencies.

On differences between male and female writing styles, which is the third objective, the researcher collected data using information from Argamon, Koppel, Fine, Shimoni (2003) model found in the literature review section. Argamon et al (2003) proposed that female writers tend to use more pronouns to suggest that their writing is known both by the author and the readers while male writers tend to use more determiners and quantifiers to present information as unknown. They also suggested that female authors write more on relationships than male writers do. The study used sixty articles from eight writers, three female and five male. Twenty five articles were selected from the Femalespeak column and an equal number from the Mantalk column. Five articles were selected from GirlCode column and an equal number from the MenOnly column. The researcher could not use all the a hundred and forty articles previously selected in the first two objectives because only a few articles were in soft copy. The researcher then counted the number of times the pronouns and determiners occurred. The pronouns included she, her, his, him, you, me, I, himself, herself, yourself and ourselves. Determiners and quantifiers used included a, an, the, much, more, both, some, one and two. To eliminate
the occurrence of errors through manual counting of the pronouns and determiners, the researcher used Microsoft word 2007 ‘Find’ tool to get the correct number of the specific determiner, quantifier and pronoun.

3.6 Data analysis procedures

After the data was collected it was analyzed using content analysis. According to Andrevski (2007), content analysis is a research technique used to make replicable and valid inferences by interpreting and coding textual material. Content analysis is particularly effective in turning qualitative information into quantitative data. The qualitative data was presented through description while the quantitative data was presented through the use of summary tables, percentages and a pie chart.

In the first objective which was to describe the gender roles represented and constructed through language of the articles of the two columns the researcher began by conducting a careful line by line reading of the articles. During the first reading the researcher marked the sentences that had an association with the identified gender role stereotypes and attributes using different colored pens. Each color was a code for a specific gender role stereotypes and attributes. The next step was proof reading to search for the unobtrusive gender role stereotype and attributes. The final step included the grouping of the different colored sentences according to the gender role stereotypes and attributes. The frequencies were noted down and the sum total was calculated for each and every gender role stereotype and attributes listed in the checklist. The data was then cleaned to ensure there
were no errors and the totals converted into percentages. The researcher also ensured that the identified gender role stereotype and attribute was set in its correct column (Femalespeak, Mantalk, GirlCode and MenOnly). The name of the writer was also noted.

On under-representation of the male and female gender which was the second objective, the researcher read the ninety articles in detail and multiple times. Each article was tagged with either the letter F, M or 0. F meant female subject, M meant male subject and 0 meant that the writer focused on a neutral gender. The data was organized in categories under F, M and 0. Next, the researcher noted how frequent the male or female subject occurred. The sum total of the three categories was calculated and then converted into percentages. Finally the data was presented in a pie chart for easier comparison.

For the third objective which was on the difference between male and female writing styles, the researcher first analyzed the data under three classes that included pronouns, determiners and quantifiers. The pronouns identified in literature review section included she, he, her, his, him, your, us, me, I, himself, herself, yourself and ourselves while determiners and quantifiers included a, an, the, that, these, much, more, both, some, one and two. The specific pronouns, determiner and quantifiers were analyzed separately under six tables and labeled. The data was presented in the form of frequency distribution tables. The total of all the specific pronouns, determiners and quantifiers was calculated by using Microsoft Excel to reduce occurrences of errors. The results were compared and presented descriptively in prose form under various headings.
In conclusion, chapter three has highlighted the qualitative research design that will be used in the study and the reason of using the design. The chapter also discusses the area of study, description of sample and data collection procedures according to the objectives. Finally, the chapter gives how the data will be analyzed using content analysis and other methods. This section was organized according to the objectives. The next chapter presents and discusses the findings.
CHAPTER FOUR
DATA ANALYSIS AND PRESENTATION OF FINDINGS

4.1 Introduction
This chapter analyzes, discusses and presents the research findings. Discussions are accompanied with totals, percentages, tables and graphs. The study focuses on The Saturday Nation and Eve Woman Standard magazine. The specific columns include, Mantalk, Femalespeak, GirlCode and MenOnly. This study was motivated by the fact that nearly all studies on gender differences in language, appear to have focused on speech and rarely on writing. This chapter is organized according to the objectives which are to:

- Describe gender role stereotypes represented and constructed through language in the Femalespeak, Mantalk, MenOnly and GirlCode columns of The Saturday Nation and Eve Woman Standard magazine.
- Establish whether the male or female gender has been under-represented in the articles from Femalespeak, Mantalk, MenOnly and GirlCode columns.
- Find out if male and female authors have different writing styles in articles from Femalespeak, Mantalk, MenOnly and GirlCode columns.

Section 4.2 begins with a descriptive analysis of gender roles stereotypes as identified through the Social Role theory. After comprehensive reading of the articles, the findings were presented under several topics. The total number of times a certain gender role
stereotype was mentioned was noted down then converted into percentages. The percentages were then presented in a table and finally converted into a graph (refer to figure 4.2).

Section 4.3 which relates to the second objective, presents findings on under-representation of the female and male gender in the articles of the four columns. First, the study counted the number of times the male or female subject was the main focus in the articles. Then, the researcher counted the number of male versus female writers. The findings were presented in totals which were converted into percentages and finally into a table for easier comprehension.

Section 4.4 presents findings on the lexical differences between male authored and female authored texts. This section begins with a descriptive analysis of the lexical differences found in the articles analyzed; it was organized into two sections that include 4.4.1 determiners and quantifiers and 4.4.2 pronouns. The findings are further presented in tables.

4.2 A descriptive analysis of gender role stereotypes

This section is divided into several topics according to the gender role stereotypes and attributes identified through the Social Role theory highlighted in chapter two (theoretical framework). Thorough reading of the a hundred and forty articles was done and information encoded in a checklist using totals and percentages (refer to table 4.2).
Topics under discussion included, women’s role as primary caregivers and men as providers, women’s dependence versus men's independence, women as victims and sex objects versus men as aggressors and men as promiscuous versus women as chaste.

4.2.1 Women’s role as primary caregivers and men as providers

A perennial theme discussed in the articles was that women were care givers and men were providers. Society expects a woman to cook, clean and take care of the husband and children. Pierce (1990) believes that traditional dominant subordinate patterns of male – female relationships have been restored through magazines. He further says that the magazines have reinvigorated their focus on women’s role as the helpmate and supporter of husbands and families. Although, modern women work and provide for their families they are still dependent and submissive to men. As Lott (1989) points out, it is women who "do the laundry and are secretaries to men who own companies." The society reinforces men’s inability in domestics and nurturing roles and those that engage in such activities are criticized and laughed at. Horovitz (1989) points out that the male gender is typically represented as uninterested in and incompetent at homemaking, cooking and child care. Wood (1994) points out that the media gives little or no attention to women working outside the home. Professional women are predominantly shown in their roles as homemakers, mothers and wives all of which never seem to conflict with their professional responsibilities. This has the potential to cultivate unrealistic expectations of being "superwoman" – a woman who can do all the domestic and nurturing roles and still have the time and energy to excel in her career.
The researcher observed that 30% of the topics in the articles of Femalespeak, Mantalk, GirlCode and MenOnly columns revolved around women, who can’t cook, clean and take care of children. Through the Appraisal Framework theory the researcher was able to examine how writers pass judgment on the state of affairs and which stances they took, for example, Pala (2005), in Of Women Who Can’t Cook (Saturday, 2, July, 2015) believes that women not cooking, cleaning and caring for the children has become a great problem in the society. Pala (2002) advises men in an article titled Why Moving in Together is Not Such a Good Idea (Saturday, 11, May, 2002) to ensure that the girl they want to move in with can cook and clean. He alleges that today, women have been ‘spoilt’ by their mothers and learning housekeeping skills is not a prerequisite anymore. He further claims that most women today are just as incompetent as men in the kitchen and “so if you expect one of those 70s domestic scenes, busy wife in an apron fixing a hot meal in the kitchen, while you catch upon world soccer, as you wait for your dinner you will be disappointed.” Mochama (2016) writes of “millennial, who cannot cook to save their man’s life, and worse, are proud of it as they post it on social media.” Millennial is a word that means the young modern woman. Mochama (2016), in This is What Men Want from now on (Saturday, 20, August, 2016) writes that no intelligent African man should regard such a woman who cannot cook as wife material. He further writes that such women are for ‘hitting and running.’ This means that these women are for fulfilling sexual needs only. Mochama (2013), in What We Men Really Think about Women (Saturday, 30, August, 2014) writes “once upon a time, women were content to cook and contend with our recreational activities …then as the story goes, twenty years
ago, they went to Beijing and returned as fire dragons from the East.” This means that during the old days women were happy to clean and take care of their families. Today women nag, complain about everything and never shut up which prompts men to run away from them. In yet another article Mochama (2014), in *Why You Didn’t Get Married in 2013* (Saturday, 11, January, 2014) gives an example of a girlfriend who spends weekends at her boyfriend’s house but will not cook or clean because that’s not ‘her thing’. The writer strongly believes that this fact makes women unfit for matrimony. Mochama (2014) claims that no sane man would do household chores and those who do are gay.

In recent times, men are expected to clean the dishes, dry them and wipe the floor. Pala instructs men that if they ever find themselves in such a situation they should hire a cleaning lady. Makeni (2007), in *Traditional family under attack* (Saturday, 29, September, 2007) argues that the family unit has been weakened as more women take up jobs that were traditionally regarded as men’s. Consequently, women have no time to cook, clean and care for the husband and children. They solicit help with household chores and taking care of their children from their husbands or hire a house help. This he deems unacceptable as the African culture dictates that a true man should never be seen doing household chores and taking care of the children. Pala (2007), in *Too much loving kills love* (Saturday, December, 8, 2017) writes “A woman who can cook is no doubt an asset because women of my generation are not kitchen savvy.” He recommends that women better start changing if they want to get husbands.
There were articles which covered the fact that there are still women who balance work and taking care of their families equally, for example Itindi (2015), in *How Women ‘Make it Happen’ For the World* (Saturday, 7, March, 2015) writes that without women the world would stand still as it is they who wake up their husbands and children. Women also ensure that their families are clean, presentable and healthy. In yet another article titled *Who Run the World? Mothers Do!* (September, 13, 2014) Itindi (2014) invites the reader to share in a personal emotional account of her mother and siblings. The writer gives a story of the tedious process of her self-employed mother who goes through hell every morning when waking up and preparing eight children to school. “Lawwy would wake up and insist he was blind… Tim…cried hysterically…Linda would still be asleep one hour later and the others would fight over slippers.” It was quite clear that it was women who took care of the children as there was no mention of a male figure playing any role.

16% of the writers advocated that it is a man’s role to provide for the family. Among the many lessons that Kaigai (2009), in *What a Real Man Must Never Do* (Saturday, 24, October, 2014) learns from his elderly uncle is that a man must never let the wife buy meat. This statement emphasizes the idea that a man should be the only one to provide for the family least he loses respect and admiration from his wife. Itindi (2015), in ‘*Bread Winners should be Humble*’ (Saturday, 3, January, 2015) writes about a financially successful man whose poor relatives are afraid of telling him the truth about his fiancé. The relatives are in fear of victimization which includes denial of their much needed free
cash. In the article there is no mention of any female person providing for themselves. Tanui (2014), in ‘Why men with pot-bellies drive women wild’ (Saturday, 18, October, 2014) writes that women think that men with a pot-bellies are rich. These riches to this women equates to the fact that men with pot-bellies are good providers. Such a woman who dates a man with a pot-belly becomes the envy of others. This is an incorrect conception and Tanui’s statement in terms of intelligent belittles the female gender in general.

It is also worth to note that there has been an emerging trend of men who don’t provide for women. These men depend entirely on women for sustenance. Mochama’s (2015), in ‘Five Questions Not to Ask about your Man’ (Saturday, 21, March, 2015) exemplifies this by answering frequent questions that women ask about men. In the article a woman asks about her boyfriend who never spends money on her and she has to pay for the bills. Through the Appraisal Framework theory we are able to understand the writer’s judgment and attitudes towards the state of affairs. Mochama (2015) writes that he has a serious problem with ‘men who refuse to be men.’ He advices women not to enable such lazy men as men are naturally meant to take care of women and not vice versa. Itindi (2016), in ‘Team Mafisi, Please Kill that Greed’ (Saturday, 30, January, 2016) ridicules promiscuous men who think they can handle two Eritrean women yet they cannot provide for their numerous scattered families in Kenya. These men shamelessly rely on their hardworking spouses. Itindi (2016), in Boy! How Chase Bank Drama Saved My Pal’s Life (Saturday, 16, April, 2016) writes about a current issue of Chase bank being under
receivership. She is happy that her friend cannot access her bank account. This is because Brenda has a boyfriend who milks her account dry in the name of love. The boyfriend asks for huge amounts of money that he never pays back. Itindi (2016) writes that there is a rise of men who have perfected the art of asking for money from women. Itindi (2016), in ‘Mister, Pay the Dinner Bill or Forget about me’ (Saturday, May, 21, 2016) rebukes men who not only ask women for money but also have resorted to asking for dates and expect the woman to foot the bill. The writer also quotes the bible verse that states “men shall toil and sweat to make ends meet”. She advices women not to let the fact that there are more women than men in the country to blind them into thinking that if they do not lower their standards they won’t be happy.

In summary, the articles advocated for the need of women taking up their nurturing and caring roles and men providing for their families. The writers from the columns reasoned that the fact that women are not taking up their nurturing and caring roles has resulted to high numbers of never married individuals and divorcees.

4.2.2 Men’s independence versus women’s dependence

Women were mainly presented as submissive while men were presented as dominant at home and even at the work place. The media asserts that women have had to depend on the male figure to save them from their incompetency. Lichter (1986) supports this by stating that television programs showed women who needed to be rescued by men and presented women as incompetent more than twice as often as men. This stereotypical
representation of men and women reinforced the message that a woman's power lies in her looks and conventional femininity while men must perform, succeed and conquer in order to be worthy (Wood 1994).

11% of the articles from the Femalespeak, Mantalk, GirlCode and MenOnly columns support the idea that men are the authority and women depend on men to tell them what to do. For example, Nyanchwani (2007), in *Just what do women want* (Saturday, 12, May, 2007) ridicules women who claim to be independent yet when they go out they expect the man to pay the bill. It would seem that women want to benefit from the gender roles that seem beneficial and avoid the ones they deem difficult e.g. housekeeping and caring for children. Makeni (2007), in *Traditional family under attack* (Saturday, 29, September, 2009) reasons that women dependency streams from the fact that women hold low paying jobs or are not paid such as housewives. This then makes women economically dependent on their husbands. Itindi (2015), in *For Pete’s Sake, be the Men our Dads were* (Saturday, 25, October, 2015) complains that there is a group of men who don’t know that men should be in change. They say yes to every suggestion a woman makes in the house whether it is good or bad. Itindi (2015) writes that “women love men who challenge them, not men who feel challenged even before they are challenged.” She argues that men should be like her father who was firm and confident even when doing something wrong. Itindi (2015), in *Meeting his Mum doesn’t Mean You are the One* (Saturday, 10, January, 2015) writes that women are vulnerable creatures especially when it comes to love and that is why they find themselves in complicated situations.
Mochama (2015), in *Love Brewed and Gone Stale in a Bukusu Pot* (Saturday, 31, December, 2015) presents Sarika Patel as a damsel in distress locked up and in need of freedom from her family. Sarika Patel finds love and escapes from boredom through a ‘Mluhya’ gardener. This illustrates that even when women have all the support and riches that they can get they still are dependent on a man to save them from their current situation. Tanui (2016), in *Why Men with Pot-bellies Drive Women Wild* (Saturday, 18, October, 2016) state clearly that women depend on men to take care of them. This proves that men generally think women are insecure and dependent.

26% of the articles from the columns presented women as physically and emotionally weak. Writers reasoned that women weakness streamed from the assertion that women are controlled by their emotions. Moreover, these highly emotional women act first then regret their action later on. Itindi (2015), in *Chopping off your Man’s Jewels is Cruel, Period!* (Saturday, 13, June, 2015) advices women not to act when angry but think first of the situation, cool down and then react. The article is motivated by a current affair when incidences of women chopping off their men’s ‘Jewels’ were in the increase especially in central Kenya, Nyeri in particular. Pala (2005), in *Attention Seekers* (Saturday, 13, August, 2005) invites the audience to agree in his strongly opinionated idea that men generally do not think women are very intelligent as they are controlled by their emotions. He further states that women cannot head the corporate scene as they are scared stiff by success since, they are less certain, less confident and in need of support and validation. As a result, women end up retreating from challenges that they encounter.
Since women crave attention they had to be dramatic and so the study analyzed articles that covered issues on the dramatic woman. The study unearthed that 34% of the articles presented women as nagging, quarrelsome, vicious and manipulative. In Biko’s (2010) article titled *Women and Booze* (Saturday, 9, January, 2010) it was noted that women are trying to exert their independence by aping some male known habits like drinking too much alcohol, being loud and aggressive. Mochama (2014), in *Why You didn’t Get Married in 2013* (Saturday, 11, January, 2014) gives guidance to single women who drink too much alcohol. He says that a woman should limit her alcohol intake in front of their potential life mate or else she loses the chance of getting married to the guy. 34% of the articles rebuked women usage of alcohol while men received praise for being able to hold their liquor which was a form of discrimination. Mochama (2014), in *What We Men Really Think about Women* (Saturday, 30, August, 2014) complains about women by writing that “women …are known for their ability to ride rough shod over men with their guilt trips and motor vehicles (although in certain counties like Nyeri, they will run them over with literally anything).” This clearly depicts how women have changed drastically over the years from the quiet, submissive and subservient woman to the loud, vicious woman. Mochama (2014), in *Women I’d not Marry and neither should You* (Saturday, 7, June, 2014) describes today’s women as loud and aggressive. Mochama (2014) instructs men to shun such women to avoid embarrassment and unnecessary fight. Mochama (2014), in *High School Queens of Drama Club* (Saturday, 22, February, 2014) describes loud, rowdy and rude twenty something girls who smoke Bhang, wear skimpy clothes, have body tattoos and tongue rings with bright lipstick. These girls are also described as
exhibitionists who take nude pictures and self-publish on the internet. The Player (2014), in *Five Types of Women to Avoid* (Saturday, 4, January 2014) advices men to avoid one type of woman who he calls psycho.

“... the Psycho includes the girl who calls texts or posts to your Facebook wall ten times a day. It includes a girl who wants to know your every move and asks how you’ve been when she just spoke to you an hour ago...avoid... the Psycho at all costs... she will insert herself into your life and shake all aspects of your existence.

In the recent past, women’s aggression has resulted to violence, for example, Itindi (2014), in *Chopping off your Man’s Jewel is Cruel, Period!* (Saturday, 13, June, 2014) writes about women who have resulted to the ultimate action of chopping a man’s private parts as a punitive measure when the man cheats. Itindi (2014) advices women to tone down their anger. This will ensure they avoid all the drama that comes with the anger. Another example is of a woman who stabbed her boyfriend twenty two times when she got angry over something he had done as illustrated by Mochama (2016) article *Beauty can Buy a lot* (Saturday, 10, September, 2016).

### 4.2.3 Women as victims and sex objects versus men as aggressors

The society depicts women as objects of men's sexual desires. Faludi (1991) finds it ironical that the qualities women are encouraged to develop (beauty, sexiness, passivity, and powerlessness) in order to meet cultural ideals of femininity contribute to their victimization. Also, the qualities that men are urged to exemplify (aggressiveness,
dominance, sexuality, and strength) are identical to those linked to abuse of women. Women are portrayed as decorative objects, who must attract men to be valuable, or as victims of men’s sexual impulses. Either way, women are defined by their bodies and how men treat them. While men are seldom pictured nude or even partially unclothed, women habitually are pictured nude or partially clothed especially in rap music videos. Russels (1998) believes that these images carry to extremes longstanding cultural views of masculinity as aggressive and femininity as passive and also make violence seem sexy. This is perhaps what has led to the stripping of women who are scantily dressed in major towns in Kenya.

9% of the writers of the four columns, Mantalk, Femalespeak, GirlCode and MenOnly presented women as sex symbols, for example, Pala (2004), in Bottom Power (Saturday, 13, March, 2004) points out that sexual influence in the work place is real and if women can combine sexual influence and brains they would gain tremendous power. Pala (2008), in For Men, It’s Beauty not Brains (Saturday, 6, December, 2008) gives the reader an emotional account of a friend’s experience. In the article Pala (2008) implies that it is better for a woman to be beautiful than smart and ugly. He says, “Let’s face it, women will always be judged by their looks first and all else after that, which is why women seeking rapid advancement in the male-dominated world should take heed of some free advice.” This is a negative attitude towards women, as this means that intelligence, competence and hard work do not really matter when it comes to promotions in the professional world. Pala (2008) writes that society will always compliment a man for
having a beautiful woman on his arm but not a smart and ugly one. Mochama (2015), in *More Pressing FAQs by Women Answered* (Saturday, 21, March, 2015) responds to frequent questions women ask. A woman asks whether she should be offended when her man keeps ogling other women when they are together. Mochama (2015) responds that she should not be angry and she should think of herself as a motor vehicle. If he was gawking at a vehicle would she be offended. Mochama’s statement objectifies women which is quite offensive. Mochama (2014), in *What We Men Really Think about Women* (Saturday, 30, August, 2014) writes that men think women are insignificant and not important. Mochama (2014) gives examples of prominent men who have made statements that illustrate how women are insignificant; it includes the ex-Iranian president, Mahmoud Ahmed Inejad who held an international press conference to investigate whether women really exist. He concluded that there is no support for their existence and dismissed the three point six billion women as a mere Israeli propaganda. Another example, that Mochama gives in Bob Marley’s response on violence meted on women. Marley responded simply by saying no women, no cry. This means that without women the world would be better. Mochama (2016), in *Beauty can Buy a Lot* (Saturday, 10, September, 2016) objectifies women by writing that beauty can give women a pass in many matters whereas the ugly often gets an undeserved goodbye.

### 4.2.4 Men as promiscuous versus women as chaste

Society accepts and champions men having relationships with more than one woman but a woman who has relationships with various men is deemed ‘loose’. The term ‘loose’ is
referred to in a derogatory manner and can be linked with a commercial worker. In the *Femalespeak, Mantalk, GirlCode and MenOnly* articles 23% of writers were concerned with promiscuity, for example Pala (2002), in *One Man, Three Women* (Saturday, 28, June, 2002) claimed that it was possible for a successful man to be involved with three women at the same time. The women fulfilled men’s different needs such as sex, emotion and intellect. He then gave major reason as to why men cannot live in the confines of marriage. The first reason was that men needed a variety of different women as they easily become bored. This reason objectifies women as property because it purports women can easily be discarded at one’s wish. Secondly, men are curious and when opportunity presents itself they must take it. Thirdly, entitlement and peer pressure. Kauai (2007), in *A Warning to Zero Grazers* (Saturday, November, 24, 2007) excuses men’s promiscuity by writing that men need to conquer women and men believe that no woman is out of bounds unless she is a blood relative. Mocha (2015), in *This is the Month When Most Couples Break up* (Saturday, 10, January, 2015) gives evidence of men’s promiscuity. Mochama (2015) writes that couples break up at the beginning of the year because this is when most people make resolutions. It is during this time that girls who are having affairs with married men are giving them ultimatums such as “next year it is either me or the mum of your kids.” Mochama further exemplifies men’s promiscuity in *Five questions not to ask about your man* (Saturday, 14, March, 2015). He gives answer to women’s questions on why men cheat. Mochama (2015) alludes that women are like food. Eating the same type of food gets boring and so men need variety. This is deeming to women and it reinforces the idea of women as insignificant and unimportant.
Ironically, 4% of female writers advocated for promiscuity, for example in Kaigai (2009) article titled *Is it time to embrace polygamy?* (Saturday, 15, November, 2009) she gives the benefits of being in a polygamous marriage. Kaigai (2007), in *Get Busted* (Saturday, June, 30, 2007) advises her readers on how to avoid being caught with their pants down on air. Kaigai (2007) acknowledges that men are the most promiscuous as they are the ones who are often caught off guard by radio station programs like *Busted*. *Busted* is a radio program that airs in a local Kenyan station whose aim is to help spouses catch their cheating partners. According to Pala (2007), in *Sauce for the Goose* (Saturday, 6, October, 2007) women are cheating too and this is due to either unfulfilled desires or a means of exerting revenge on a cheating spouse. A woman being promiscuous is seen as an undesirable and evil which is unfair considering men are praised for the same behavior. Kaigai (2007), in *Are you a willing doormat* (Saturday, 16, June, 2007) points out that women have been led to believe that there is an acute shortage of good men and so they conduct themselves in a desperate manner in hope of keeping the available married man happy. Happiness to these women means having a husband and children. Unmarried women are seen as lonely and meaningless. Mochama (2015), in *Why Bad Girls Get to Go Everywhere* (‘Heaven’ too) (Saturday, 30, May 2015) writes that “men want a gourmet whopper in the kitchen, saints on the streets and sluts in between the sheets.” Mochama (2015) juxtaposes two types of women the good woman and the bad woman. The good woman has to pretend to be saintly in public to receive respect whereas the bad woman is looked down upon. The bad woman is described as promiscuous as she requires money from the various men. In yet another article Mochama (2015), in *Why
Men (Yes, on Earth) Want Saintly Women (Saturday, 23, May, 2015) agrees that men desire saintly women. The article is a response to women complaints about a previous main feature article outlining the attributes of saintly women.

Table 4.1 Gender role stereotypes and attributes

<table>
<thead>
<tr>
<th>Roles &amp; Attributes</th>
<th>Male</th>
<th></th>
<th>Female</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Percentage</td>
<td>Total</td>
<td>Percentage</td>
</tr>
<tr>
<td>Care givers</td>
<td>2</td>
<td>1%</td>
<td>42</td>
<td>30%</td>
</tr>
<tr>
<td>Provider</td>
<td>25</td>
<td>18%</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Authoritative</td>
<td>2</td>
<td>1%</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Promiscuous</td>
<td>32</td>
<td>23%</td>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td>Chaste</td>
<td>0</td>
<td>0%</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Aggressive</td>
<td>23</td>
<td>16%</td>
<td>7</td>
<td>5%</td>
</tr>
<tr>
<td>Independent</td>
<td>9</td>
<td>6%</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Dependent</td>
<td>2</td>
<td>1%</td>
<td>16</td>
<td>11%</td>
</tr>
<tr>
<td>Physically / Emotionally weak</td>
<td>0</td>
<td>0%</td>
<td>36</td>
<td>26%</td>
</tr>
<tr>
<td>Dramatic</td>
<td>0</td>
<td>0%</td>
<td>29</td>
<td>20%</td>
</tr>
<tr>
<td>Sex symbols</td>
<td>0</td>
<td>0%</td>
<td>13</td>
<td>9%</td>
</tr>
</tbody>
</table>

Table 4.1 above presents the total and percentages of gender role stereotypes from the articles. The table is divided into the female and male section in accordance to the four columns written by male and female writers.

For easier comprehension figure 4.2 was formulated to show the different levels between men and women in a specific gender role stereotype. The red color represented the
female gender while blue represented the male gender. If the bar was higher for a specific color it meant that that gender had a greater association with that gender role stereotype. From the graph it can be observed that the male gender is not represented in some of the gender role stereotypes bars because from the articles the male gender has no association with that specific gender role stereotype e.g. men are not considered emotionally/physically weak, submissive and sex symbols. On the other hand, it can also be observed that the female gender is not represented in some of the gender role stereotypes bars in the graph. This is because the female gender was not associated with some gender role stereotypes such as being providers, protectors, authority and rough.

Figure 4.2: A presentation of gender role stereotypes

Key
Series 1 - Male    Series 2 - Female
4.3 Under-representation of gender in the articles of Femalespeak, Mantalk, GirlCode and MenOnly columns

Wood (1994) points out that the media distorts reality by under-representing women and this gives the false idea that men are the cultural standard while women are unimportant or invisible. For example, Basow (1992) states that in prime-time television there are three times as many white men as women and stories about men are included ten times more often than the ones about women. In our Kenyan situation this still applies: The African and Child Service Report (2009) reveals that violence meted towards women was given less coverage and women themselves were not the main subjects in the articles during the 2007 post-election. The report investigated The Daily Nation, Taifa Leo and The Standard newspapers which are considered factual. In the a hundred and forty articles, the researcher counted the number of times women were the main subjects and also the number of times men were the main subjects. The number of male and female writers was also noted.

The study discovered that in the Mantalk column main male subjects were nineteen (14% of the total) whereas main female subjects were seventeen (12% of the total). In the MenOnly column main male subject were seven (5% of the total) whereas main female subjects were fourteen (10% of the total). The articles covered content on relationship advice, how to deal with women who cheat, being a bachelor, the wrong kind of woman not to marry and sexual objectification of women. In the Femalespeak column we had fifteen male main subjects (11% of the total) and ten female main subjects (7% of the
total). In the *GirlCode* column we had nine male main subjects (6% of the total) and fourteen female main subjects (10% of the total). In the *MenOnly* column we had fifteen male main subjects (11% of the total) and ten female main subjects (7% of the total). Articles covered issues on how to be a ‘good’ woman. That means being pretty, deferential, focused on family and caring for others and subordinate to men. The rest of the articles dealt with men’s dreadful relationship mannerism like cheating in relationships, taking advantage of women with money, table manners, general cleanliness and finally not catering for the family’s basic needs. In thirty five articles, 25% of the total, writers did not focus on any specific gender. 25% was greater compared to the other main subjects and it illustrated that writers strived to be objective. Objectivity was attained through the writer’s use of the second person, plural noun and pronouns and gender neutral words. Table 4.2 below gives a summary of the main male and female subjects in the a hundred and forty articles examined.

**Table 4.2: Sum total of both male and female subjects**

<table>
<thead>
<tr>
<th></th>
<th>Mantalk</th>
<th>MenOnly</th>
<th>Femalespeak</th>
<th>GirlCode</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male subjects</td>
<td>19</td>
<td>15</td>
<td>7</td>
<td>9</td>
<td>50</td>
</tr>
<tr>
<td>Female subjects</td>
<td>17</td>
<td>10</td>
<td>14</td>
<td>14</td>
<td>55</td>
</tr>
</tbody>
</table>

The sum total of all male subjects and female subject in Table 4.2 display an almost equal representation of both genders as subjects. Total male subjects are fifty whereas total female subjects are fifty five. There is only a difference of five which can be explained by the fact that both *The Saturday Nation* and *Eve Woman Standard* magazine
targets women as their main readers. Consequently, more content will cover women issues. Further analysis reveals that male writers from the *Mantalk* and *MenOnly* columns focused more on female subjects. The total female subject in these two columns was thirty one while female subject was twenty six. In articles from the *Femalespeak* and *GirlCode* columns findings presented that female writer also used more male subjects than the female ones. The sum total of male subjects in these two columns was twenty eight while female subject was twenty four. In conclusion, male writers focused more on female subjects while female writers focused more on male subjects. This can be explained by the fact that both male writers and female writers centered on correcting the opposite gender on norms, convections and behavior that were accepted and expected in society.

From the data covering the period of 2002 to 2016 it was observed that male writers were more than female writers. The male writers were seven in number and they included Oyunga Pala, John Makeni, Silas Nyanchwani and Jackson Biko from *The Saturday Nation* and Tony Mochama, Nikko Tanui and The Player from *Eve Woman Standard* magazine. The female writers were four and included, Njoki Kaigai, Lilian Kithia from *The Saturday Nation* and Beryl Itindi Wanga and Doreen Biira from the *Eve Woman Standard* magazine. The fact that male writers were more than the female writers was ironically considering the four columns were mandatory. Moreover, *Mantalk* and *MenOnly* had to be written by male writers whereas *Femalespeak* and *GirlCode* had to be written by female writers. Logically, it would be expected that an equal number of writers
from both genders would prevail. Perhaps the small number of female writers could be explained by the fact that the qualities of sexiness, passivity and powerless that women are encouraged to develop in order to meet cultural ideals of femininity contribute to women’s lack of courage in taking up challenging positions.

4.4 A lexical analysis of the differences between male and female written texts

This section focuses on finding out whether readers could tell the gender of a writer by their writing styles. Writing styles includes only the choice of words that a writer of a specific gender prefers. Particularly, the study was interested in articles from the Mantalk, Femalespeak, MenOnly and GirlCode columns. The researcher aims at proving Argamon et al (2003) claim that female writers use many more pronouns while male writers use many more determiners even though the total number of nominals (common nouns, proper nouns, pronouns) used by both gender is virtually identical. Male indicators include the determiners (a, the, that, these) and quantifiers (one, two, more, some). Female indicators include the pronouns (I, you, he, she, her, his, their, myself, herself, himself and yourself). Halliday (1994) suggests that the pronouns in women’s writing present things in a relational way “I know that you know what I am referring to, therefore I will present the information as if we both know it” while the determiners and quantifiers in men’s writing indicate that men specify the things that they write about. Male writers state groups of things in contrast to female writers who personalize their messages by linking up objects using pronouns.
The study used a corpus of seventy articles, twenty five from *Femalespeak*, twenty five from *Mantalk*, ten from *MenOnly* and ten from *GirlCode* column. Articles length was about 1000 to 2000 words which was an adequate sample size. All the articles used were in Pdf format and could be easily converted into Microsoft word 2007 documents through copying and pasting. The documents were then examined and using the find icon the various numbers of pronouns, determiner and quantifiers were identified. This process eliminated any human errors that were likely to occur through physical counting. Each article was labeled for type, title and author. The pronouns, determiners and quantifiers were put in a list. The number of words occurring in every article was noted. In the following section the findings on determiners and quantifiers will first be presented followed by pronouns.

### 4.4.1 Determiners and quantifiers

The determiners and quantifiers analyzed included, *a, an, the, one, two, more and some*. The findings are presented in two tables. Table 4.3 presents findings from the *Mantalk* and *MenOnly* columns, whereas Table 4.4 presents findings from the *Femalespeak* and *GirlCode* columns. The Tables are divided into sections that include: title of the article and the specific determiners and quantifiers. The articles from the four columns were selected randomly and the sum total of the specific words in each article was noted down. Table 4.5 gives a comparison of the sum total of the specific determiners and quantifiers from all the four columns.
Table 4.3: *Mantalk* and *MenOnly* articles (Determiners and quantifiers)

<table>
<thead>
<tr>
<th>Article title</th>
<th>Frequencies of determiners/quantifiers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><code>a</code></td>
</tr>
<tr>
<td><em>Keeping up the Tough Man Act</em></td>
<td>50</td>
</tr>
<tr>
<td><em>Riding the Sexy Wave</em></td>
<td>31</td>
</tr>
<tr>
<td><em>The Art of Dumping</em></td>
<td>32</td>
</tr>
<tr>
<td><em>Too Much Loving Kills Love</em></td>
<td>38</td>
</tr>
<tr>
<td><em>Women Their Own Worst Enemy</em></td>
<td>38</td>
</tr>
<tr>
<td><em>Food and Seduction</em></td>
<td>33</td>
</tr>
<tr>
<td><em>Meet the Seasonal Man</em></td>
<td>23</td>
</tr>
<tr>
<td><em>Undercover Brother</em></td>
<td>31</td>
</tr>
<tr>
<td><em>Attention Seekers</em></td>
<td>12</td>
</tr>
<tr>
<td><em>Bottom Power</em></td>
<td>33</td>
</tr>
<tr>
<td><em>The Case for Chubby Women</em></td>
<td>30</td>
</tr>
<tr>
<td><em>Encounter with a College Girl</em></td>
<td>43</td>
</tr>
<tr>
<td><em>Cultural Faux Pas</em></td>
<td>28</td>
</tr>
<tr>
<td><em>For Men, its Beauty not Brains</em></td>
<td>42</td>
</tr>
<tr>
<td><em>Why Moving in Together is not Such a Good Idea</em></td>
<td>36</td>
</tr>
<tr>
<td><em>Vital Lessons for Women from Michelle Obama</em></td>
<td>27</td>
</tr>
<tr>
<td><em>Of Sportsmen and Thigh Gazing Women</em></td>
<td>34</td>
</tr>
<tr>
<td><em>One Man, Three Women</em></td>
<td>33</td>
</tr>
<tr>
<td><em>For the Love of Rugby</em></td>
<td>27</td>
</tr>
<tr>
<td><em>Playing Agony Uncle</em></td>
<td>47</td>
</tr>
<tr>
<td><em>The Politics of Size</em></td>
<td>36</td>
</tr>
<tr>
<td><em>Survival Tips for the Single Woman</em></td>
<td>37</td>
</tr>
<tr>
<td><em>The Trouble with Women</em></td>
<td>26</td>
</tr>
<tr>
<td><em>Women Cheat Too</em></td>
<td>31</td>
</tr>
<tr>
<td><em>Traditional Family under Attack</em></td>
<td>10</td>
</tr>
<tr>
<td><em>Keep Such out of his Life</em></td>
<td>18</td>
</tr>
<tr>
<td><em>Love Brewed and Gone Stale in a Bukusa Pot</em></td>
<td>5</td>
</tr>
<tr>
<td><em>Here’s a Little ‘Mwakenya’ for the Ladies</em></td>
<td>20</td>
</tr>
<tr>
<td><em>What your Drinking Habit Say about you</em></td>
<td>13</td>
</tr>
<tr>
<td><em>My Birthday Advice for Young Men</em></td>
<td>13</td>
</tr>
<tr>
<td><em>The Euros are not Related to the Economy</em></td>
<td>15</td>
</tr>
<tr>
<td><em>Gentlemen, you can’t Buy a Woman</em></td>
<td>22</td>
</tr>
<tr>
<td><em>This is What Men Want from now on</em></td>
<td>17</td>
</tr>
<tr>
<td><em>Beauty Can Buy a lot</em></td>
<td>27</td>
</tr>
<tr>
<td><em>Ten Things All Men could Learn from Castro</em></td>
<td>19</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>977</strong></td>
</tr>
</tbody>
</table>

Table 4.3 above present determiners and quantifiers frequencies found in articles from *Mantalk* and *MenOnly* columns. The totals of the specific words have been calculated at the end of the table for comparison. The findings from Table 4.3 above present male writers using more determiners *the and a*. *The* was used 1648 times while *a* was used 977
times. The determiner and quantifier *an* and *one* were used in average as compared with the other determiners and quantifiers. *An* was used 97 times while *one* was used 123 times. The least used quantifier was *two* by 33 times, followed by *more* by 61 times and *some* by 70 times.
### Table 4.4: Femalespeak and GirlCode columns articles (Determiners and quantifiers)

<table>
<thead>
<tr>
<th>Article title</th>
<th>Frequencies of determiners/quantifiers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
</tr>
<tr>
<td>When Age is Not a Number</td>
<td>9</td>
</tr>
<tr>
<td>Signs That He is a Player</td>
<td>29</td>
</tr>
<tr>
<td>Target a Baby Daddy</td>
<td>16</td>
</tr>
<tr>
<td>The Scroungers</td>
<td>15</td>
</tr>
<tr>
<td>With Love from Shags</td>
<td>9</td>
</tr>
<tr>
<td>A Tiger’s Shattered Image</td>
<td>9</td>
</tr>
<tr>
<td>Time to Improve our Manners</td>
<td>12</td>
</tr>
<tr>
<td>A Mother’s Shame</td>
<td>7</td>
</tr>
<tr>
<td>Time Men Got Rid of these Bad Habits</td>
<td>20</td>
</tr>
<tr>
<td>How to Tell she Doesn’t Want You</td>
<td>15</td>
</tr>
<tr>
<td>Getting the Village Out of You</td>
<td>9</td>
</tr>
<tr>
<td>A Warning to Zero Grazers</td>
<td>10</td>
</tr>
<tr>
<td>Stand Tall, Dear Brothers</td>
<td>29</td>
</tr>
<tr>
<td>Guys, Turn up Your Sex Appeal</td>
<td>24</td>
</tr>
<tr>
<td>Read With Us</td>
<td>19</td>
</tr>
<tr>
<td>The Power of the Bosom</td>
<td>10</td>
</tr>
<tr>
<td>Good Old Fashioned Romance</td>
<td>16</td>
</tr>
<tr>
<td>Unsolicited Advisers</td>
<td>15</td>
</tr>
<tr>
<td>Get Basted</td>
<td>7</td>
</tr>
<tr>
<td>Give unto Caesar What is his</td>
<td>13</td>
</tr>
<tr>
<td>Are you a Willing Doormat</td>
<td>26</td>
</tr>
<tr>
<td>What Happened to Femininity</td>
<td>15</td>
</tr>
<tr>
<td>Men Truly are From Mars</td>
<td>13</td>
</tr>
<tr>
<td>The Black Sheep of the Family</td>
<td>11</td>
</tr>
<tr>
<td>The Men We Love</td>
<td>27</td>
</tr>
<tr>
<td>Team Mafisi, Please Kill that Greed</td>
<td>13</td>
</tr>
<tr>
<td>An Invite to your Wedding? Oh no Thank you!</td>
<td>16</td>
</tr>
<tr>
<td>For Pete’s Sake be the Men our Dads were</td>
<td>4</td>
</tr>
<tr>
<td>Boy! How Chase Bank Drama Saved My Pal’s Life</td>
<td>12</td>
</tr>
<tr>
<td>Mister Pay the Dinner Bill or Forget about Me</td>
<td>11</td>
</tr>
<tr>
<td>Are you Looking for a Wife or you Want a Tenant</td>
<td>21</td>
</tr>
<tr>
<td>Why I will Never Meddle in the Affairs of Two Love Birds</td>
<td>11</td>
</tr>
<tr>
<td>My Date with Kanjo</td>
<td>1</td>
</tr>
<tr>
<td>Not all Advice is Good Advice</td>
<td>16</td>
</tr>
</tbody>
</table>
Table 4.4 above presents determiner and quantifiers frequencies found in the articles from the *Femalespeak* and *GirlCode* columns. Each row gives the total number of determiners and quantifiers in every article. The sum total of the specific words has been computed at the end of the table for comparison. The findings from Table 4.4 above present female writers using more determiners *the* and *a*. *The* was used 1146 times while *a* was used 502 times. The determiners *one* and *some* were used in average. *One* was used 104 times while *some* was used 102 times. The least used determiner was *an* by 61 while the least used quantifier was *two* by 28 times, followed by *more* by 35 times.

For easier comparison of the sum total of determiners and quantifiers from the four columns it was necessary to create a table. Table 4.5 presents the sum total of the determiner and quantifiers in the articles from *Femalespeak, GirlCode, Mantalk* and *MenOnly* columns.

**Table 4.5: Sum total of the determiners and quantifiers**

<table>
<thead>
<tr>
<th></th>
<th>a</th>
<th>an</th>
<th>the</th>
<th>one</th>
<th>two</th>
<th>some</th>
<th>more</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mantalk</td>
<td>977</td>
<td>97</td>
<td>1648</td>
<td>123</td>
<td>33</td>
<td>70</td>
<td>61</td>
<td>3009</td>
</tr>
<tr>
<td>Femalespeak</td>
<td>502</td>
<td>61</td>
<td>1146</td>
<td>104</td>
<td>28</td>
<td>102</td>
<td>35</td>
<td>1978</td>
</tr>
<tr>
<td>MenOnly</td>
<td>169</td>
<td>8</td>
<td>309</td>
<td>31</td>
<td>9</td>
<td>12</td>
<td>10</td>
<td>548</td>
</tr>
<tr>
<td>GirlCode</td>
<td>117</td>
<td>15</td>
<td>263</td>
<td>29</td>
<td>19</td>
<td>16</td>
<td>18</td>
<td>477</td>
</tr>
</tbody>
</table>
From table 4.5 above, it is apparent that male writers use more determiners and quantifiers than female writers by a difference of 1102. Male writers used 3557 determiners and quantifiers while female writer used 2455. For the individual words male writers used 527 more a’s than the female writers, 29 more an, 548 more the, 21 more one, and 18 more more. The only exceptions were the use of some and two. Female writers used more two by a difference of 5 and more of some by a difference of 36.

This usage of more determiners and quantifiers, confirmed Argamon et al (2003) and Biber (1995) claim that male writers use more determiners and quantifiers to stipulate objects that they write about. Contrary to female writers who personalize their message and so use less determiners and quantifiers. Biber (1998) further reasons that male writers tend to use more determiners and quantifiers to give more information.

4.4.2 Pronouns

The pronouns analyzed included, I, you, he, she, her, his, their, myself, herself, himself and yourself. The findings are presented in two tables. Table 4.6 presents findings from articles from the Mantalk and MenOnly columns whereas Table 4.7 presents findings from the Femalespeak and GirlCode columns. The tables are divided into two sections which include; title of the article and the specific pronouns. The articles from the four columns were selected randomly and the sum total of the specific words in each article was noted down. Table 4.8 gives a comparison of the sum total of the specific pronouns from all the four columns.
Table 4.6: *Mantalk* and *MenOnly* articles (Pronouns)

<table>
<thead>
<tr>
<th>Title</th>
<th>I</th>
<th>you</th>
<th>he</th>
<th>she</th>
<th>her</th>
<th>his</th>
<th>their</th>
<th>herself</th>
<th>himself</th>
<th>myself</th>
<th>yourself</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Keeping up the Tough Man Act</em></td>
<td>40</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td><em>Riding the Sexy Wave</em></td>
<td>1</td>
<td>2</td>
<td>7</td>
<td>11</td>
<td>8</td>
<td>4</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td><em>The Art of Dumping</em></td>
<td>6</td>
<td>7</td>
<td>1</td>
<td>8</td>
<td>12</td>
<td>6</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td><em>Too Much Loving</em></td>
<td>7</td>
<td>19</td>
<td>1</td>
<td>15</td>
<td>22</td>
<td>9</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>Kills Love</em></td>
<td>24</td>
<td>6</td>
<td>0</td>
<td>4</td>
<td>3</td>
<td>0</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>Women their Own Worst Enemy</em></td>
<td>4</td>
<td>7</td>
<td>0</td>
<td>7</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>Meet the Seasonal Man</em></td>
<td>2</td>
<td>35</td>
<td>16</td>
<td>1</td>
<td>7</td>
<td>7</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td><em>Norcamp Love Men</em></td>
<td>7</td>
<td>10</td>
<td>6</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>Attention Seekers</em></td>
<td>9</td>
<td>12</td>
<td>3</td>
<td>8</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td><em>Bottom Power</em></td>
<td>15</td>
<td>17</td>
<td>2</td>
<td>8</td>
<td>8</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>The Case for Chubby Women</em></td>
<td>21</td>
<td>14</td>
<td>0</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>Encounter with a College Girl</em></td>
<td>30</td>
<td>14</td>
<td>7</td>
<td>17</td>
<td>16</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>Cultural Faux Pas</em></td>
<td>30</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>For Men, Its Beauty not Brains</em></td>
<td>3</td>
<td>9</td>
<td>6</td>
<td>4</td>
<td>6</td>
<td>1</td>
<td>12</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>Why Moving in Together is not Such a Good Idea</em></td>
<td>12</td>
<td>53</td>
<td>1</td>
<td>4</td>
<td>14</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td><em>Vital Lessons for Women from Michelle Obama</em></td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>9</td>
<td>7</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>Of Sportsmen and Thigh Gazing Women</em></td>
<td>10</td>
<td>2</td>
<td>13</td>
<td>3</td>
<td>0</td>
<td>10</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td><em>One Man, Three Women</em></td>
<td>21</td>
<td>22</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>For the Love of Rugby</em></td>
<td>13</td>
<td>11</td>
<td>3</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>Riding the Sexy Wave</em></td>
<td>10</td>
<td>2</td>
<td>7</td>
<td>11</td>
<td>8</td>
<td>4</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td><em>The Politics of Size</em></td>
<td>5</td>
<td>14</td>
<td>8</td>
<td>1</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>Survival Tips for the Single Woman</em></td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>20</td>
<td>21</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>The Trouble with Women</em></td>
<td>23</td>
<td>51</td>
<td>0</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td><em>Women Cheat Too</em></td>
<td>14</td>
<td>45</td>
<td>6</td>
<td>46</td>
<td>16</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td><em>Keeping up the Tough Man Act</em></td>
<td>40</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td><em>Keep Such out of his Life</em></td>
<td>8</td>
<td>12</td>
<td>6</td>
<td>1</td>
<td>0</td>
<td>6</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>Love Brewed and Gone Stale in a Bukusa Pot</em></td>
<td>0</td>
<td>1</td>
<td>9</td>
<td>7</td>
<td>15</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>Here’s a Little ‘Mvakenya’ for the Ladies</em></td>
<td>3</td>
<td>20</td>
<td>1</td>
<td>11</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td><em>What your Drinking Habit Say about you</em></td>
<td>5</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><em>My Birthday Advice</em></td>
<td>8</td>
<td>24</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>
The findings from Table 4.6 above present male writers using more pronouns you by 480 times, I by 422 times, she by 213 times and her by 213 times. The additional usage of the pronouns you and I as compared to other pronouns in this table can be attributed to the male writer trying to establish and appeal to the reader by involving him/her to the idea he is presenting. Pronouns she and her was also used more times as compared to other pronouns. The reason being that male writer’s topics revolved around ranting about women not fulfilling their roles. The pronouns he, his and their were used in average. He was used 145 times, his 107 times and their 99 times. The least used pronouns was himself by 3 times, followed by herself by 6 times, then myself by 9 times and lastly yourself by 11 times. Male writers’ usage of less reflexive pronouns (himself, herself, myself and yourself) could be explained by the fact that the Mantalk column is advice based so it was unlikely that the writer would refer to themselves when giving advice especially on female subjects.
### Table 4.7: Femalespeak and GirlCode articles (Pronouns)

<table>
<thead>
<tr>
<th>Title</th>
<th>I</th>
<th>you</th>
<th>he</th>
<th>she</th>
<th>her</th>
<th>his</th>
<th>their</th>
<th>Herself</th>
<th>Himself</th>
<th>myself</th>
<th>yourself</th>
</tr>
</thead>
<tbody>
<tr>
<td>When Age is not a Number                                            4</td>
<td>11</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>16</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Signs that He is a Player                                            0</td>
<td>28</td>
<td>10</td>
<td>1</td>
<td>1</td>
<td>15</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Target a Baby Daddy                                                  7</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>The Scroungers                                                        1</td>
<td>10</td>
<td>15</td>
<td>0</td>
<td>0</td>
<td>13</td>
<td>11</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>With Love from Shags                                                 0</td>
<td>8</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>A Tiger’s Shattered Image                                            3</td>
<td>17</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Time to Improve our Manners                                          2</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>A Mother’s Shame                                                     3</td>
<td>4</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>What a Real Man must Never do                                        6</td>
<td>5</td>
<td>17</td>
<td>8</td>
<td>7</td>
<td>14</td>
<td>7</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>It’s a Shame When a Mature Woman Misbehaves in Public                7</td>
<td>13</td>
<td>0</td>
<td>3</td>
<td>4</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Getting the Village out of You                                       0</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>A Warning to Zero Grazers                                            0</td>
<td>24</td>
<td>4</td>
<td>4</td>
<td>8</td>
<td>4</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Stand Tall, Dear Brothers                                            2</td>
<td>22</td>
<td>5</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>0</td>
<td>0</td>
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<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Guys, Turn up your Sex Appeal                                        3</td>
<td>37</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Read With Us                                                         1</td>
<td>29</td>
<td>3</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>The Power of the Bosom                                                2</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>6</td>
<td>0</td>
<td>10</td>
<td>0</td>
<td>0</td>
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<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Good Old Fashioned Romance                                           7</td>
<td>13</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Unsolicited Advisers                                                 9</td>
<td>17</td>
<td>3</td>
<td>7</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Get Busted                                                           2</td>
<td>10</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>9</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Give unto Caesar What is his                                          1</td>
<td>10</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td>0</td>
</tr>
<tr>
<td>Are you a Willing Doorman                                             3</td>
<td>3</td>
<td>10</td>
<td>5</td>
<td>7</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>What Happened to Femininity                                          1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>11</td>
<td>2</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Men Truly are from Mars                                              1</td>
<td>6</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>9</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>The Black Sheep of the Family                                        4</td>
<td>12</td>
<td>2</td>
<td>5</td>
<td>6</td>
<td>3</td>
<td>7</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>The Men We Love                                                       0</td>
<td>11</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Team Mafisi, Please Kill that Greed                                   4</td>
<td>19</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>An Invite to your Wedding? Oh no Thank you!                           43</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>6</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>For Pete’s Sake, be the Men our Dads were                            0</td>
<td>16</td>
<td>5</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Boy! How Chase Bank Drama Saved My Pal’s Life                         11</td>
<td>6</td>
<td>5</td>
<td>3</td>
<td>11</td>
<td>4</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Mister Pay the Dinner Bill or Forget about Me                        11</td>
<td>26</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Are you Looking for a Wife or you Want a Tenant                       31</td>
<td>9</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Why I will Never Meddle in the Affairs of Two Love Birds              25</td>
<td>7</td>
<td>5</td>
<td>2</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>My Date with Kanjo                                                    36</td>
<td>2</td>
<td>1</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Not all Advice is Good Advice                                        26</td>
<td>1</td>
<td>5</td>
<td>2</td>
<td>0</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Table 4.7 above illustrates pronouns frequencies from only articles from the *Female speak* and *GirlCode* column. The total of the specific words have been calculated at the end of the table for comparison. Table 4.7 present female writers using more pronouns *you* by 402 times, *I* by 264 times and *their* by 158 times. Female writers used more pronoun *you* (a second person pronoun) to make the reader feel included in the argument they made on certain ideas. The pronouns *he, his, her* and *she* were used in average. *He* was used 126 times, *his* 113 times, *her* 88 times and *she* 83 times. The least used pronouns were *herself* by 2 times, followed by *himself* by 4 times, then *myself* by 8 times and lastly *yourself* by 9 times. Female writers’ usage of less reflexive pronouns could also be explained by the fact that the *Femalespeak* column was also advice based so it was unlikely that the writers would refer to themselves when giving advice.

For easier comparison of the sum total of pronouns from the *Femalespeak, Mantalk, MenOnly* and *GirlCode* columns, it was necessary to create Table 4.8.

**Table 4.8: Sum total of all pronouns**

<table>
<thead>
<tr>
<th>Pronoun frequencies</th>
<th>I</th>
<th>you</th>
<th>he</th>
<th>she</th>
<th>her</th>
<th>his</th>
<th>their</th>
<th>herself</th>
<th>himself</th>
<th>myself</th>
<th>yourself</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Mantalk</em></td>
<td>353</td>
<td>371</td>
<td>97</td>
<td>188</td>
<td>174</td>
<td>79</td>
<td>78</td>
<td>5</td>
<td>1</td>
<td>9</td>
<td>7</td>
<td>1362</td>
</tr>
<tr>
<td><em>Femalespeak</em></td>
<td>69</td>
<td>306</td>
<td>92</td>
<td>47</td>
<td>59</td>
<td>88</td>
<td>139</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>7</td>
<td>816</td>
</tr>
<tr>
<td><em>MenOnly</em></td>
<td>69</td>
<td>109</td>
<td>48</td>
<td>25</td>
<td>39</td>
<td>28</td>
<td>21</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>346</td>
</tr>
<tr>
<td><em>GirlCode</em></td>
<td>195</td>
<td>96</td>
<td>35</td>
<td>36</td>
<td>29</td>
<td>25</td>
<td>19</td>
<td>0</td>
<td>0</td>
<td>7</td>
<td>1</td>
<td>443</td>
</tr>
</tbody>
</table>
Table 4.8 summarizes all the pronouns in the articles of the four columns: Femalespeak, Mantalk, GirlCode and MenOnly column. From Table 4.8 it is clear that male writers use more pronouns than female writers. Male writers used a total of 1708 pronouns whereas female writers used a total of 1259. Contrary to Argamon et al (2003) and Halliday (1994) argument that female writers use additional pronouns and present things in a relational way, it was apparent, that in this instance, male writers exhibited usage of more pronouns than their female counterparts by a difference of 451. Table 4.8 presents that male writers used 158 more I’s than the female writers, 78 more you, 18 more he, 130 more she, 125 more her and 3 more herself. Some exceptions to this was that female writers used more pronoun his by 6, more their by 59, more yourself by 3 and more himself by 1. Interestingly, both gender used the same number of the pronoun, myself.

In summary, male writers used more determiners, quantifiers and pronouns than the female writers. Male usage of more determiners and quantifiers could be explained by the fact that male writing tends to be more informational and they stipulate the objects that they write about. Contrary to the claims of Argamon et al (2003) that female writers use more pronouns than male writers, the findings presented male writers using more pronouns. Pronouns create a closer relationship between the reader and the writer leading to greater ‘personalization’ of texts (Argamon et al 2003). Male writers personalized their writings in the hope of having a closer relationship with their target readers. The target audience for both The Saturday Nation and Standard Eve Woman magazines are female readers. Consequently male writers used more pronouns so as to attain a closer
relationship with the female audience. In conclusion, the findings above offer persuasive proof that there are indeed different writing styles employed by the male and female gender.

In summary, chapter four has analyzed and discussed the finding according to the objectives. The findings presented that writers do advocate for gender role stereotypes that are harmful and detrimental to society. The female gender was linked with the following gender role stereotypes, care givers (30%), dependent (11%), emotionally weak (26%), dramatic (20%) and as sex symbols (9%). While the male gender was linked with being providers (18%), promiscuous (23%) and aggressive (16%). On the second objective the findings presented that none of the genders had been under-represented. In all the four columns the total number of male subjects was fifty while the total number of female subjects was fifty five. The small difference of five could be explained by the fact that both magazines target women and so more content would be dedicated to women issues. Thirty five of the articles focused on no specific gender. This illustrated an element of objectivity. The third objective presented that male writers used more determiners, Quantifiers and pronouns than the female writers. Chapter five summarizes, concludes and gives recommendations for the findings.
CHAPTER FIVE
SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction
This chapter summarizes, concludes and gives the recommendations of the findings of this study. This chapter is divided into three sections which include: summary of findings and conclusion, recommendations and suggestions for areas of further research.

5.2 Summary of findings and conclusion
The study used articles from the Femalespeak, Mantalk, GirlCode and MenOnly columns. The articles from the columns mainly focused on current affairs, politics and relationships issues. Content analysis was used to analyze the data and the results were computed into percentages, tables and graphs. The articles selected were from the year 2002 to 2016. This section summarizes the findings and begins with the first objective followed by the second and, lastly, the third.

The first objective was concerned with investigating the gender role stereotypes presented in the language used in the articles of the columns and in general, the four columns advocated for gender role stereotypes and attributes. Most of the writers focused on women as care givers (30%), physically and emotionally weak (26%) dramatic (20%) and sex symbols and victims (13%), while men topics revolved around promiscuity (23%), financial provider (18%) and being aggressive (16%). Writers
claimed that women are shunning off from being care takers and that is why we have more single women and divorced individuals today. Some male writers proposed that women were mentally weak as they were ruled by emotion and so were unreliable in serious decision making. Women were also presented as dramatic in the sense that they were nagging, quarrelsome and quite loud. There was a new kind of women who displayed her independence by drinking as boisterously as their male counterparts. Both female and male writers advised women to avoid excessive alcohol intake to preserve their reputation. Male and female writers’ also complained of the growing cases of promiscuity in the society and men who live off women.

The second objective was aimed at finding out if the female and male gender was under-represented in the articles of the two columns. Under-representation of the female gender is quite rampant in the media where the male gender is focused on more than the female gender as evidenced in the literature review section. The study found out that both genders were almost equally represented as main subjects in the articles from Femalespeak, Mantalk, GirlCode and MenOnly columns. This was a clear indication that the writers handled both male and female issues fairly. It is important to note that 25% of the articles investigated the writers did not focus on any gender in particular. These articles were fair, factual and displayed nonpartisanship.

The third objective focused on investigating the lexical differences between male authored texts and female authored texts. The researcher discovered that both male and
female writers used more determiners and quantifiers than pronouns even though the study was done with an identical number of articles. So the researcher concluded that both male and female writers exhibit usage of features identified as informational rather than involved. The use of these features meant that the writers presented information as unknown to the reader and therefore displayed objectivity. It was also discovered that male writers used much more pronouns than their female counterparts. Biber (1995) pointed out that women writing exhibited usage of features identified as “involved” while male writers exhibited more usage of features identified as “informational”. It was then clear that male writers were trying to involve their readers by usage of more pronouns. This personalization could be explained by the fact that both The Saturday Nation and Eve Woman Standard magazine main target were female readers. So, in order to gain a larger audience male writers personalized their texts by use of many pronouns than the female writers.

5.3 Recommendations
The study identified that the writers advocated for gender role stereotypes. Gender role stereotypes sustain and reinforce socially constructed views on gender, views that have restricted both men and women and that appear to legitimize destructive behavior such as battering in marriage and plastic surgery. When men read that they should be aggressive they might then decide to practice this. Women have been constantly made insecure by the media and this has led to increase in plastic surgeries such as breast augmentation, skin lightening and posterior enhancement. Restriction can also be mental, for example
the youth may grow up with very many expectations such as getting married at a certain age, being a super woman or being able to provide for a family immediately you clear university. There is need to constantly sensitize the masses on harmful gender role stereotypes that lead to gender inequality by setting up policies and programs that educate the society about equal treatment of the boy and girl child. Writers and editors should be the first ones to embrace gender sensitive language as promotion of gender equality implies a social transformation which will lead to a more effective economic development and poverty reduction.

Through investigation of the second objective the researcher discovered that the writers had not under-represented the female gender which was quite commendable. In 25% of the articles the writers did not focus on any gender specifically. Writers should avoid to the greatest possible extent the use of language that refers explicitly or implicitly to only one gender through the inclusion of alternative forms and use of gender sensitive language gender. The study also found that during the study period there were more male writers than female ones. The study concluded that qualities such as sexiness, passivity and powerlessness that women have been encouraged to undertake has led to women’s lack of courage in taking up challenging positions. This has attributed to fewer women at the top in most institutions. This can be solved by empowering women. Empowering women can be through giving proper value to women’s work and also making education gender sensitive. It quite admirable that there has been much progress in increasing access to education for both genders, but progress has been slow in improving gender
sensitivity of the education system. This includes ensuring textbooks promote positive stereotypes.

The researcher also noted that both male and female writers used more determiners than pronouns which illustrated that they presented information objectively which were commendable. Finding also presented that there was considerable difference in male and female writing styles. Male writers used more determiners and quantifiers than the female writers. After distinction of male and female language patterns Argamon et al. (2003) went ahead and formulated a computer program that could accurately predict by 80% the author’s gender. Male writers have dominated much of the publishing world which is quite unfair. This has resulted to female writers having to sometimes use male pseudo names for their works to be published and to be taken seriously especially in genres that include crime and science fiction. Such writers include Nora Roberts (J. D Robb), J. K. Rowling (Robert Galbraith) and Louisa May Alcott (A.M Barnard). If publishing houses would use Argamon et al (2003) computer tool to find out the gender of a writer then female writers would be at a greater disadvantage. Our society today still has preconceived ideas about a certain gender. Men’s work is given more value than women’s and so it should not be important to highlight the differences between male and female writing styles. The society should concern itself with the content that writer produces. To eliminating differences in writing between male and female authors, female writers can be invited to write more about objects such as inventions while male writers can focus more on relationships. Another way to eliminate these differences in writing is
through writers balancing their stories so that it gives no strong clues about the gender of the author.

5.4 Suggestions for areas of further research

The research could not have adequately and exhaustively covered all the areas of interest. It is against this background that the following suggestions were advocated as areas of further research:

1. A comparison of the articles from the opinion based columns with articles from fact based columns from The Nation and The Standard newspapers. This comparison will help the researcher discover to what extent male and female writers exhibit differences or similarity in text.

2. A study of gender role stereotypes and bias in other magazines that are sold independently e.g. Parents and Eve. This would be helpful in ensuring that the youth are getting the appropriate message regarding gender.

3. Studies can also be done on electronic media to find out if there are gender role stereotypes being portrayed in local programs such as Sugar, Mother-in-law, Inspekta Mwala and Papa Shirandula.
REFERENCES


Horovitz, B. (1989, August 10). In IV commercials, men are often the butt of the jokes. *Philadelphia Inquirer*, pp. 5b, 61.


Itindi (2015, January, 3) *Bread Winners should be Humble. The Saturday Eve Woman Standard magazine. GirlCode page 8*
Itindi (2015, January, 10) *Meeting his Mother doesn’t Mean you are the One.* The Saturday Eve Woman Standard magazine. *GirlCode* page 8


Itindi (2015, June, 13) *Chopping off a Man’s Jewels is Cruel, Period.* The Saturday Eve Woman Standard magazine. *GirlCode* page 8

Itindi (2015, October, 25) *For Pete’s Sake, be the Men our Dads were.* The Saturday Eve Woman Standard magazine. *GirlCode* page 8


Itindi (2015, May, 21) *‘Mister, Pay the Dinner Bill or Forget about me’.* The Saturday Eve Woman Standard magazine. *GirlCode* page 8


Mochama (2015, January 10). This is the Month when most Couples Break up. Saturday Eve Woman Standard magazine, MenOnly column page 10.


Mochama (2016, August 20). This is what Men want from now on. Saturday Eve Woman Standard magazine, MenOnly column page 10.


The Player (2014, January 4) *Five Types of Women to Avoid.* Saturday Eve Woman Standard magazine. *MenOnly* page 8


APPENDICES

Appendix 1: A checklist with the identified gender role stereotypes and attributes.

<table>
<thead>
<tr>
<th>Roles &amp; Attributes</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Care givers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provider/financial controller</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Authoritative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promiscuous</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chaste</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aggressive</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Independent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dependent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physically / Emotionally weak</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dramatic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sex symbols</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix 2: Letter of research authorization

NATIONAL COMMISSION FOR SCIENCE,
TECHNOLOGY AND INNOVATION

Telephone: +254-20-2213471, 2241349, 337071, 2219420
Fax: +254-20-318265, 318249
Email: info@nacost.go.ke
Website: www.nacost.go.ke

Ref. No.

NACOST/ P/17/18786/15325

Lucy Wanjiku Kamiri
Kenyatta University
P.O. Box 43844-00100
NAIROBI

Date: 2nd February, 2017

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on “The Construction of gender in opinion articles: A case study of The Daily Nation Saturday magazine,” I am pleased to inform you that you have been authorized to undertake research in Nairobi County for the period ending 1st February, 2018.

You are advised to report to the County Commissioner and the County Director of Education, Nairobi County before embarking on the research project.

On completion of the research, you are expected to submit two hard copies and one soft copy in pdf of the research report/thesis to our office.

Boniface Wanyama
FOR: DIRECTOR-GENERAL/CEO

Copy to:
The County Commissioner
Nairobi County.

The County Director of Education
Nairobi County.

Appendix 3: Research Permit

THIS IS TO CERTIFY THAT:

MISS. LUCY WANJIKU KAMIRI

of KENYATTA UNIVERSITY, 0-610, Nairobi, has been permitted to conduct research in Nairobi County on the topic: THE CONSTRUCTION OF GENDER IN OPINION ARTICLES: A CASE STUDY OF THE DAILY NATION SATURDAY MAGAZINE.

for the period ending 1st February, 2018.

Permit No.: NACOSTI/P/17/18786/15325

Date Of Issue: 2nd February, 2017

Fee Receipted: Iks 1000

Director General
National Commission for Science, Technology & Innovation

Applicant's Signature

CONDITIONS

1. You must report to the County Commissioner and the County Education Officer of the area before embarking on your research. Failure to do so may lead to the cancellation of your permit.
2. Government Officer will not be interviewed without prior appointment.
3. No questionnaire will be used unless it has been approved.
4. Excavation, filming and collection of biological specimens are subject to further permission from the relevant Government Ministries.
5. You are required to submit at least two (2) hard copies and one (1) soft copy of your final report.
6. The Government of Kenya reserves the right to modify the conditions of this permit including its cancellation without notice.

CONSERVATION OF NATURE

RESEARCH CLEARANCE PERMIT

Serial No. A12607

CONDITIONS: see back page.
Get busted!

Only the foolish among us will allow themselves to be caught with their pants down on air, writes NJOKI KAIGAI

There are those among us who are convinced that we live in a country that is ‘way behind the developed countries. Okay, we agree that we don’t have major highways and freeways and we do not have malls the size of Cities but I believe we’re getting there. Those detractors just need to listen to our vibrant radio stations to realise that we’re making headway - even if in the wrong direction. Listening to the ‘Busted’ and ‘paie paie’ programmes in the morning is enough to make one realise that very soon, Kenyans will have our very own homemade Jerry Springer show with all the sleaze and filth being aired in public. Men and women are literally being caught with their pants down as a result of the ‘Busted’ programme. I have noticed that men particularly glibble and get easily seduced in these programmes. Maybe it is because they know how to get off the hook when confronted face to face than when faced with radio talk show hosts.

But there are a few rules to apply to avoid getting caught up in those sticky radio situations.

Watch out for the 7 to 9 am time slot. Unless you live in Mars, you will know that FM stations go on overdrive in the morning. This is the time when radio announcers are fighting to get the audience’s attention unspliced on their station. It is the time when radio announcers are fighting to get the audience’s attention unspliced on their station. It is the time when radio announcers are fighting to get the audience’s attention unspliced on their station.

Oprah is yet to come to Kenya

They say that Oprah is the only woman in the world who makes unleashing one’s emotional baggage respectful and attractive. Unfortunately, she is in America and is not planning to grace any of our FM station talk shows any time soon. However, it would appear that Kenyan men and women believe that she will somehow discover them on phone.

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One would imagine that there would be some sort of suspicion when total strangers call wanting to discuss your love life. But oh! Oprah can’t wait for the Oprah moment. They unleash all the details and names of their wives and girlfriends to absolute strangers. They then turn around and protest at being busted! Men need to realise that they have no business giving their bedroom details on national radio.

Resist the free offers

It’s hard to believe that in this day and age, men believe that there are no strings attached to them or other freebies that one can get through the radio. But tell these blokes that a holiday for two is on offer and they will tell you why they will be leaving their girlfriends and not their wives. Then they have to deal with the wrath of an annoyed partner and the ridicule of having been busted on national radio.

Men’s egos get so blasted that they make total fools of themselves and get busted. So next time some nice sounding unknown voice promises you heaven on earth, hang up.

Hang up

FM radio is a tool and their announcers have turned it into strange creatures indeed. Men and women get into embarrassing and humiliating phone calls on national radio and yet they seem to think nothing wrong with hanging up and ending the conversation. Why should a known man allow himself to be lectured by a self-righteous radio host who also publicly airs comments from the hustling partner without hanging up? That is the height of stupidity. If you find yourself at the point where your dirty linen has been hung out on the radio line, trust your instinct and hang up.

Of course the best solution is to quit cheating if you want to be safe from mauling! FM radio presenters.

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A mother's shame

Nairobi has been invaded by advertising in all its colourful glory. Everywhere you go, there are billboards and banners seeking to sell you one thing or another. I recently noticed a very big billboard that was selling some 'great financial service'. The ad had a young girl doing some arithmetic and coming to the conclusion that this product is really magical. It took me a while to figure out this message because what grabbed my attention was the way the young girl was dressed. The form fitting jeans she was wearing left no doubt that she would in the not-so-distant future be driving the men crazy. It seems that parents and more specifically mothers are part of the conspiracy to turn our little ones into sex symbols.

Most mothers have decided that we want our girls to look like the bimboettes who feature in MTV videos. It is for this reason that you'll find three-year-old girls walking around in terno-cuts and hipsters. Spaghettis has come to represent not food for these tiny ones but a wardrobe must-have in the form of very thin-strapped tops. We seem to be flirting too closely and too dangerously with the rules of engagement when we dangle too much flesh in front of men's eyes.

I am sure what fashion statement we are making on behalf or our tiny girls when we case them in spandex and Lyra. We may think we are creating fashion icons at that tender age but I am afraid what we are doing is turning our babies into sex objects. Most of us grew up wearing miniskirts, hand-me-downs but we mysteriously picked up some fashion sense when the time came. It is really hypocritical of us to continuously berate the male sex predators while we constantly dangle the perfect eye candy in front of them. Otherwise why in heaven's names, are we dressing our little angels like sex kittens?

From the look of things, it seems that we have decided we want most of our girls to become stage dancers. This must be the reason why we allow them to spend hours on end watching erotic dances of TV. We just do not stop there; we want our kids to show the world just what they are capable of. So whenever we have birthday parties or family outings, we encourage our young ones to show us their hidden talent. We cheer excitedly as we watch them thrust, gyrate and rotate their tiny groins in perfect simulation to the music videos. Then we turn around and wonder why our children do not cry foul when someone directs unwelcome attention to certain parts of their anatomy. The sexual instinct is wired into every living being but we have decided to turn this instinct into full blown electricity when it comes to our children. If we so gleefully applaud hip thrusts and crotch twister moves in our children, then let us quit screaming so loudly about the falling moral standards in men. We are the ones fanning the fire of sexual depravity in men.

It is somewhat laughable that grown women consider men to be the source of all female woes, yet they preach a different message to their young girls. The pressures of modern day living have led us to believe that all form of household (male included) is most welcome. So we let these young men help do all the stuff for us including dressing and undressing our young girls. We sit in chamas and brag about how well our househelps gel with our offspring. We take the fact that all our dirty work is done by our domestic help to indicate just how good we are when it comes to delegating duties. Of course we conveniently forget minor details like the possibility of househelps helping themselves to the innocence of our children. We turn around and say that we didn't see it coming yet we abdicated all our parental vigilance to other parties who may not always have our children's welfare at heart. Take a look at your young girls today and see whether that's what you want the world to see of your 12-year-old. njokikaigai@hotmail.com
Sauce for the goose...

Women are not only cheating on their husbands but have taken the game a notch higher, notes OYUNGA PALA.

If a woman is uncertain about her spouse’s love and commitment, she is likely to find somebody who makes her feel wanted.

However, married women are taking the cheating game to new heights. This has given rise to a new generation of young, unmarried, white men who specialise in winning them. Always well groomed and sharply dressed, they intrigue their older lover in a risky and steamy encounters. In exchange, they are lavished with material gifts and derive a major ego boost of bedding an older woman.

Life in urban Kenya sometimes plays out like a scene from the Desperate Housewives TV show and after a while, no one really seems to care, until someone calls in sick.

So any single, healthy looking man above 20 is likely to run into a married woman with an interesting proposition.

On the surface, it might appear that women are taking their sexual expectations a bit too personally, but I believe it’s really not only about sex. It’s about equality, intimacy and power. If a woman is uncertain about her spouse’s love and commitment, she is more likely to find somebody who makes her feel wanted.

An ex-wife realises that she is also a bomb to self-esteem, especially when it involves a younger man. I suppose married women realise that truly faithful men are rare.

Besides, a woman who knows where her husband is every night is a widow. Man stay. It is a function of their genetic coding. You can live with this fact, whine all day or go on the rebound. That seems to be the preferred option. If men can do it, so can we.

Nevertheless, before you slurp up to the next desperate housewife, conduct a background check. The husband could be a member of the armed forces. Generally, while women may be willing to forgive a cheating spouse, men take infidelity rather personally. People have been shot for less, believe me. So it makes sense to take the trouble to explore a woman past because she is not going to volunteer that information.

A few things to remember: When the wife meets a man when done things to her, she never imagined her husband would, she is likely to get carried away. Never, ever do it at her house. It’s too risky and little children who you may never notice always spill the beans eventually. That’s how brothers get hooked.

The married woman who lets her secret lover run the show is in for a struggle. The sharp woman usually has an affair with one of her husband’s acquaintances, basically because he has a lot at stake if the relationship is revealed. But if you got caught, you are as good as dead.

For that reason, make your demands early in the affair. Woman get cars and houses. What if it’s club membership? Do not get yourself in harm’s way unless there are some fringe benefits. Get some rent or some sort of material compensation for your services, at the very least.

That said, there are advantages in going out with a married woman. Woman are so much more sophisticated at this game. She won’t brag. You will be her little secret.

When they say they care for you, they probably mean it.

The bottom line is that it is very easy for a woman to find someone to have sex with. If the wife is proved guilty, it is because of an obvious misunderstanding, which is a direct result of something the husband did or said wrong.

A woman marries a man expecting he will change, but he doesn’t. A man marries a woman expecting that she won’t change, and she does. Such is life.
For men, it's beauty, not brains

According to COYUNGA PALA, a beautiful, but brainless woman will get away with anything when it comes to the mating game. Unfortunately, this is not the case for her sister who's challenged in the looks department.

Recently, I was having a chat with a good friend of mine about the different types of women he has encountered throughout his life. He told me that he has met women who are both physically attractive and intellectually stimulating. However, he also mentioned that there are certain women who are physically attractive but lack intelligence. He further emphasized that he prefers women who have a combination of both beauty and brains.

I agreed with him and explained that it is important for men to prioritize intelligence in a woman. While physical attractiveness is important, it is not the only factor that matters. A woman's intelligence, personality, and overall character are equally important.

I also mentioned that a woman's intelligence can be an asset in the mating game. A woman who is intelligent and confident can attract men who are also intelligent and confident. In addition, a woman who is intelligent can be a great companion and a great partner in life.

Overall, I believe that men should prioritize intelligence when choosing a partner. While physical attractiveness is important, it is not the only factor that matters. A combination of beauty and brains can make a woman a desirable partner in the mating game.
Appendix 8

Saturday, June, 16, 2007

Are you a willing doormat?

I'm convinced that those statistics about men being outnumbered by women were manufactured by men to make women treat them like rare commodities. Women have been led to believe that there is an acute shortage of good men. That's why many of them conduct themselves in the most unattractive and desperate manner all in the hope of keeping the available men happy. They have become doormats and men have made themselves fragile eggs who have to be handled with utmost care.

We all agree that women's fortunes have greatly improved over the years and men have not been left behind. But women have decided that men should be exempt from the rules of sharing and the generosity that comes with increased fortune. A woman meets a new man and after a couple of dates she has opened and put her wallet, house and car at the man's disposal. Is it desperation that makes us behave in such a way?

Otherwise, why would a woman who normally drive herself around suddenly become a motorist imbecile just because a man has shown interest in her? Even if they are going to his function, the woman will insist on the man driving there in her car and of course using her fuel. And I must say, our men have lost all sense of pride because they will happily drive a woman's car, happy to be saving on the fuel money. Our fathers just cannot believe how men have thrown away any trace of male decency for a go at the gravy train of our desperate sisters. If he really must drive you, let him do so in his car!

Look at this scenario. Modern adult woman meets adult man who is gainfully employed. She decides to become this grown man's mother. Without any prompting she takes it upon herself to ensure that the man enjoys nutritious and regular meals. If she has no culinary skills, she revisits her mother's recipe books, goes to cooking school in a bid to make her way to the man's heart through his stomach. All this because the man took her out for exactly two or three drinks. Which man would refuse such a gravy train?

"When he discovers that the woman is desperate to cook for him everyday, he then becomes choosy about what he can eat. Unfortunately, these same men are not great at reciting the acts of generosity. He will not notice that one good turn deserves another and that being taken out for dinner from time to time, or being introduced as a girlfriend or being made into a wife, he will continue to enjoy the benefits offered, even going as far as insulting his mates to enjoy his woman's tail over a hot stove. Yet, he will run as far as he can when the word 'commitment' comes up. The phrase about the way to a man's heart through his stomach is another line cooked by men to ensure they enjoy good food for free. Only agree to slave over a stove for a man when he puts an engagement ring on your finger. Anything short of this and be sure you are no more than a doormat dear sister.

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WHAT A REAL MAN MUST NEVER DO...

During a recent family function, I had the opportunity to sit next to my 75-year-old uncle. Like me, he shares the view that men today have become wimps and display few of the qualities that made the real African men of the past. He asked me to scribble down some lessons that he feels all came and grown men should learn. He said these lessons were given to him as soon as he was mature enough to marry and start a family. He insisted that I must share those lessons with all of you out there in the hope that many of you can adopt them for use in this turbulent world.

In his view, a true man never:

1. Lets his wife be a boy meat. He must go out and look for the best piece of meat for his house. My uncle believes strongly that buying meat is male preserve and any abdication or delegation of this duty is a huge failure on the man’s part.

2. Moves into a woman’s house or to her people’s home. The abode of his family or his household is his responsibility. In this man’s view, men are bearing their rightful stake to maleness when they move in to live in their girlfriends’ houses. To him, it doesn’t matter whether her house is bigger or cheaper than yours. The woman (not the man) is the one who must make the move.

When it comes to paying school fees for the children, it’s the man who must cough up the dough. At this point, I could not help but venture to ask, “what if she makes more money than the man? Or she has decided where she’d like the children to go to school?” “Nonsense!” he said. Men lose respect from their children and wives when they fail to reflect for their children’s most important need: education.

3. The man should work to provide a comfortable home environment for his family. He must not allow his children to be hungry, to go to school without the right school outfit, or to lack quality healthcare. The man must never be the one who comes back to the house when there has been a problem that is urgent.

4. He believes that most men have become wimps and display few of the qualities that made the real African of the past.

5. A true man, in his uncle’s view, must always take care of the bedroom matters. He is expected to provide her with all that she needs and when she requires them. He, in turn, is expected to receive his bedroom rights subject to meeting conditions. 1. He must have a good job. 2. He must be a good provider. 3. He must not be an alcoholic. 4. He must not be a cheater.

6. He has quite a radical view about alcohol consumption. He said women should be allowed to consume alcohol—but only when in the company of their men. He was willing to give a little wiggle room and say that women can drink with their friends as long as they make sure that their husbands and lovers are aware of it.

HE BELIEVES THAT MOST MEN HAVE BECOME WIMPS AND DISPLAY FEW OF THE QUALITIES THAT MADE THE REAL AFRICAN OF THE PAST

The man must never be spotted by the in-laws in positions of drunkenness, slurred or be caught in compromising situations. Circumstances around their daughter or her children must be kept to a bare minimum and only centre on general matters like their health and well-being. Visits to in-laws must be kept to a minimal and only to mandatory functions like funerals or weddings. Too much familiarity with in-laws is bound to bring some trouble in relationships.

I do agree that some of the men’s views were rather radical and I wonder what many women will say about all these ‘alternative arrangement’ suggestions. But who knows, considering how badly men and women are relating to each other these days, we could look at going back to the old way of doing things.

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Appendix 10

mantalk

Traditional family under attack

We would all be much better off if men and women reverted to their 'natural' roles, writes JOHN MAKENI

The traditional family is under attack by feminists, who are supporting the Affirmative Action Bill as well as pushing for the Marriage and Divorce Bills. They are also lobbying for co-wiveship to be recognised as legal marriage. Many feminists view nuclear marriage as a struggle which gives men the upper hand since they hold most of the high-paying jobs. But this is not always true.

The traditional family is not responsible for inequality between the sexes, where wives are viewed as unpaid labour or hired low-paying jobs, which makes them economically dependent on their husbands. It is unfair to say that women are marginalized, and that they are only passive players. Indeed, feminists accuse the traditional family of forcing women to be subservient to their husbands and staying in unsatisfying marriages because they fear losing their husbands' financial support. Ironically, many women look for financial security rather than love during courtship.

However, the views held by feminists are wrong. The traditional family system is appropriate and free. From time immemorial, the traditional family has been patriarchal. Now feminists want to change things by coming up with a number of proposals, among them that co-wiveship relationships lasting more than two years be considered legal marriages. That is killing the natural family. What if a woman wants to be loved, but with no strings attached? The only good thing that the feminists have proposed is that polygamy be recognized. In a traditional marriage, the man and woman complement each other. They need each other to be socially complete and for preparation.

Today, both married and unmarried women have joined the labour force and taken up jobs that were traditionally regarded as men's. As a result, the traditional family has become weakened as women spend more time at work than at home. In addition, many employed women want their husbands to help with household chores, which is unacceptable. There is also a trend whereby many young men and women are avoiding marriage altogether or getting married very late. Some choose to live alone or with lovers to satisfy their sexual needs, but without any commitment. This trend is gaining popularity, leading to many more co-wiveship relationships compared with legal marriages.

In this type of relationship, there is little commitment between the partners. The so-called liberation has made people use alternatives such as having families, like getting children through in vitro fertilization. If we intimidate men in some co-wiveship relationships with the proposed Marriage Bill, how many single women will be left lonely?

Having women in the labour force has created a crisis in childcare, even though this problem can be tackled by bringing domestic help. But you find that children are often left unattended because their mothers are at work.

I believe most women are using the affirmative and gender equality platform to destabilize the natural family. As a result, single mothers and divorced have created female-headed households, which is not the normal thing. And more often than not, these households are the result of divorce or women and men who have believe in freedom even within marriage. The natural family, marriage, and parenthood are the society's strongest pillars. In the traditional family, there is equality, which fosters mutual love and respect.

Our society would be a lot better off if men were left to fulfill their traditional role as breadwinners and women concentrated on caring for their husbands and children. If done effectively, they would have to get out of the work place. Society should not allow women to be lonely or to act like men and head households. But at the same time men should not avoid marriage. Instead, they should set up polygamous homes.

The current situation, where both a husband and wife go to work and then return home to share the household chores, is woefully inadequate.

Let each person play their natural role and all will be well.
Appendix 11

mantalk

Saturday, December 8, 2007

Too much loving kills love

According to OYUNGA PALA, women must learn the delicate balance between being a girlfriend and a wife.

The phrase ‘run for the hills’ is often used when a man needs space. Two guys would be chatting. One asks, “What happened to that mama, the Rwandese-looking one?” and his mate replies, “I had to run for the hills.” The hills are a metaphor for open space, fresh air which guys desperately need to survive in a relationship these days.

Some women know this, most do not. They get so committed to a relationship that they smother it to death. It seems illogical. Lack of commitment is the male flaw than over-commitment is the female equivalent.

Take the politics around food. A woman who can cook is no doubt an asset because women of my generation were not kitchen savvy. But even so, today’s man is no longer preoccupied with domesticated females, who have mastered the art of chapati cooking and remain committed entirely to culinary duty. This kind of woman reminds us of our mothers. Even though there’s really nothing wrong with the cooking. It is just the strings attached to it that I have problem with. Miss her dinner and it gets dramatic. She cooks, you eat and when you do not, it simply means someone else is feeding you. Which is a roundabout way of saying you’re having an affair. No matter how late you get back to the house, how basted your stomach maybe, for peace of sake, it’s advisable to eat the food.

Once a woman is assured of a man’s commitment, she starts trying to talk you into accompanying her to weddings, which is stifling.

She cooked for you. It is a very traditional expectation but it is a practice that persists all over the country. Inevitably, most men will gain weight as soon they settle in marriage. Nonetheless, living with a man does not negate you to the role of housewife. In a world of energy and time-saving devices, there is no reason why a woman should be stuck in the kitchen every evening to whip up a meal. Cook out of love. Not out of duty.

I guess once a woman is assured of a man’s commitment she quickly falls into a whiny role and begins to dream about the wedding. Should the table cloths match the flowers? Venue at Beach or in the Mara? Honeymoon? Bahamas? Basically, she ceases to be your buddy and transforms into a wife-in-waiting. It may sound cheesy but this sort of thinking is quite commonplace. Women do not communicate this verbally. At this level, you are expected to be in tune with her feelings. You notice a behaviour change. She wants to feed you all the time. She wants to be with you every weekend. She needs to call to make sure you are okay every day. She starts trying to talk you into accompanying her to weddings. She wants to move in, since she spends so much at your place already. Believe me, all this can get stifling. All the man wants is a girlfriend for heaven’s sake! Someone to hang out and roll in the sack with. A female friend with benefits.

Most men have learnt the hard way, that the moment you get intimate with a woman, the rules change. She wants to see an engagement ring. What’s the hurry, I ask? But I have come to accept that women run against a different clock. When motherhood knocks, almost any decent guy will do. They never prepare us for fatherhood. I suppose, at this level, we are supposed to have looked into her emotional intelligence. One moment you have a girlfriend and the next moment you are the baby daddy.

Sometimes odd happens after this. While before the child she wanted to be treated like a wife, committed to her domestic role, she now desires to be spoilt as a girlfriend would. Wants to go out more, hang out with other ‘married’ couples and talks about how clever her child is. But that’s a tricky number because for one, she does not look the same, so the motivation to hang out with her all the time is greatly diminished. There is also the matter of familiarity breeding boredom compounded by the fact that, because you are now married, there is suddenly an abundance of beautiful single women drawn to your newfound status. The reactive behaviour is old news. The man looks across the fence, dreams of the freedom he once enjoyed and succumbs to temptation. Men are tired of being sperm donors. They are not merely interested in being the baby’s father. They want to be the main guy in your life.

Such scenarios can easily be avoided if women were a little more open about their intentions. There is a very clear line between a wife and girlfriend. Love is for the girlfriend. The wife gets respect which is why the man will be back for supper, no matter how late. So there is some sense in giving a man time to be a boyfriend. Women have to learn how to be comfortable around a man’s fans. Let the boy emerge, get to know him well instead of piling on expectations. That’s how odd couples stick together, I am told. They accommodate each other’s habits no matter how different. It is easy to make a lifelong commitment once you know a man’s habits.

Most men know what they want when they enter a relationship. Sea, food and silence (read peace). Women are never sure. Before they sprawl in bed, or raise their darenier, they should think of consequences. Men are programmed to inject sperm and run for the hills. Get used to it.

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Bottom power

It's alive and well and if it can take you places, why not? asks OYUNGA PALA

You know of the term, an "Influential figure". The Oxford dictionary defines it as, "Something or something that affects the way a person behaves or thinks!"

So when I ask you to give me an example of an influential figure, you will probably go down the wive, wive and bring back Nilton Mandela, Mother Theresa and especially Oprah. Unfortunately, that is not the correct answer.

Allow me to elaborate. Have you ever seen a woman so stunningly beautiful that you walk into a room with her and everyone starts wondering what she saw in you? Now that's an influential figure. A figure to aesthetically pleasing painters scramble to do the nude. The female body is a work of art and men, contrary to popular opinion, love art. The woman who understands this becomes the leverage of sexual influence. Honestly, the male form pales in comparison. I will give a real, somewhat peculiar example.

You have seen people who walk around naked and I don't mean streakers. We call them "dada bathers" (naked people) in this country. But naked non-conforming males is normally tolerated and save for a few women peering for size comparison, they are a mild amusement at best. Now, the naked male loin generates a totally different reaction. I once saw nude woman in a town who came to learn was labeled the "mad one". She was very dirty, most people all around could not ignore her presence. Take my word for it, she had a seriously well-toned body, a lot better than most women! I know. I suppose she ate less diet and lots of walking does bring results. The problem among us became very uncomfortable and we were told to keep things honest. Maybe she was nuts in the head but it certainly fed no effect on her body.

Thanks to fashion, a woman can gain influence over men without uttering a single word. The female body is a work of sexual signals. Front, back or sideways, it always evokes favourable response. Men wear clothes to conceal their body and don't waste, women however, use them mostly for display and those with assets rule. Clothes were made for women not all women were created equal.

When the hefty woman moves, her hourglass figure gives her graceful gait. Anywhere woman who is above average beauty either in face or form can have overwhelming sexual influence over men in the workplace. It actually has a historical context. Scholars (forget their names) say Adam was under the influence of Eve's figure when he bit into that apple. Sexual influence in the workplace is real and is beginning to take precedence of over competence. What do you expect, when you put men in charge? Two women of equal academic qualification are called for an interview. The panel, as usual, will be predominantly male. No prizes for guessing who would receive letters Miss Long legs and Miss chunky cheeks.

In an interview, it is suitably decorous in the form, in women, it tends to go around to the back. Nonetheless, a woman produces both ways it has little hope at sexual display and subsequently sexual influence quickly diminishes.

That's why it happens to address aspiring corporate women to work out in the gym more often, drink less and eat more fruit. The corporate is a man's world and sexual influence still counts. The face of Africa search is currently on and they are looking for talented models. In fashion, talent has nothing to do with world peace speeches. It's all about beauty and presence. If you have it, flaunt it and guarantee you, people in the right places take notice.

Inference arises that lower clearance while sharply rears should be draped in revealing fabric. Anthropologists tell us that the female body parts are visual elements that attract interest from the male viewers. Women love attention. They need it. They only get attention when they start giggling.

Ever tried to dress up little children for church at Christmas? My nephew Did was impossible to dress up. He would be all over the place and get up inappropriately agitated when his mother fused over his hair or untied collar. His younger sister Rosia, on the other hand, would sit patiently until you finished brushing her hair. She would then take the brush from you and brush her hair a little bit more for good measure. At four years old, she knew the exact effect she was going to elicit and was awarded every adult a fair opportunity to admire her long hair.

When a toddler knows they can get anything from an adult by simply pouting, then tips, you start to appreciate the degree to which that influence will rise when that toddler grows up.

When a woman combines sexual influence and brains, she gains tremendous power. Women still refuse to take advantage of this possibility getting instead to engage us in pointless debates on gender equality.

The female body is a deep well of gender signals. The limitations of nature can be corrected by extra support and padding. Cosmetics are of great value.

Make-up has a function; to make the look younger, prettier and to get men all flirty.

Unfortunately, it does not miraculously eliminate perceived physical flaws. Lots of powder on black skin reveals a shade of paleness that little children find frightening.

But in a small rush to join the privileged class, many women continue to helplessly break the etiquette barrier. Desmond Morris, author of The Naked Ape, a non-fictional anthropological classic, calls it "embraceocracy". It is a signal which although not unusual in itself, gains attention because it is performed in a slightly more public context than expected. Some of the cleavage displays on the market are starting and if we have to see those thighs, at least, guarantee the audience less bumpiness.

Body hair and I don't accept any excuses must be waxed clean. Wigs do not fly as a display signal. We genuinely need to trade a favour here. Men acknowledge that they have chores for legs and therefore refrain from wearing shorts. I say if men will hide the scabby legs, women should return the favour and conceal the flabby love handles. We need to keep ignorance overexposed to a bare minimum while at the same time encouraging tasteful exposure. It's quite a balancing act.

PS: Who do you think is the new face of Africa will be?

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One man, three women

Is it possible for a man to love more than one woman at the same time? Or put another way, is it genetically true that men are polygamous by nature? OYUNGA PALA looks at this issue critically.

There are many ways to look at this question that has baffled women for years. How can a man who says he loves you and indeed acts very loving behave in the exact same loving manner to another woman. On the surface, it's plain unreliable, and our women horrified at the conclusion that a man can never have this capacity, they are all dogs. Men prefer to make a grand entrance into relationships armed with a compass, a guide book, maps and a digital version of Understanding Boys for Dumains. In a short while, the honeymoon phase fizzles out and matrimony will be left asking where their Romeo went.

With many years of reflection, observation and varying degrees of experimentation, I realize that there are many different levels of relationships but we all know that this single ideal that has been maintained all this while is simply aided with the same time the couple living happily ever after.

It is possible for a man to be totally and successfully involved with three women at the same time. If you look at relationships in terms of levels, it makes sense.

I have known women who I am only drawn to sexually. Now we can all agree about the bush, and make a big fuss, slip in a bit of masculinity and cover stories for the way of storing it up in the eye, refusing to budge until you acknowledge its presence. Forget the physical, sexual level is where we all start out. How we deal with our mind is where society comes in and the rules of the game pretty much put our existence in check. So this is the scenario. You jump into a relationship with a woman towards whom you are extremely physically drawn. Maybe it's her hips, face, legs, or some body part or the other that becomes your focus about her. With the different means of persuasion known to man, you will get your point and thus the relationship starts. At this time, the rules of the game are clear in such a fact that the man may not have the capacity to manipulate them. There are no emotions in this game, it's purely physical and programmed. Now instead of dealing at that level, the woman attempts to jump the gun and touch a relationship that was purely physically powered, the demands love.

That's creating a problem. Once start creating something that is conditioned, that wasn't there in the first place, you are becoming diabetic. It's funny how we will still go around blaming liberation songs, yet something as obvious as the difference between love and lust continues to elude us. Men continue to search for love through sex and women hope that love will transform into glorious sex.

I have a serious problem with the manner in which our society bundles the matter of sex. Why do we choose to be so hypocritical about a subject that dominates our lives so totally?

The truth is that there is a wide gap between appearance and reality. The much-vaunted sexual revolution has not yet happened. What we see is what has been managed by the print, movie, media and now the internet industries. By portraying to be free and only serve the pornographic fantasies of the nation and unattached! We make grand speeches about what's normal but nature can't care less about man's moral concepts and ideologies for control such as marriage. Nature has only one rule in mind, to procreate itself and make sure that the human species survives. And that is nothing more reliable than man's polygamous proclivity. Any anthropologist will readily tell you that prior to the arrival of Christianity, the majority of the ethnic cultures practiced polygamy.

It is not our morality but our hormones which control our sexual behaviour. Married, religious conviction, ethical or financial considerations contribute nothing but confusion, guilt and sexual perversion.

But man has to walk with nature. Alongside charity and moral mores, the pervasiveness of pornography has arisen beyond scope. And instead of the natural beauty of physical love, pornography expresses an increasingly objectified, hostile and contemptuous between the sexes. A beautiful, physical expression has been reduced to domination and control. Yet this growing porno market is only the mirror of society. Even the film industry, screen, today is no longer a source of joy but a positive use made by many people to vent our pent up hatred and disgust. Natural loving sexuality has practically become extinct on the human meat market.

Today, we have no sexual norms. What is normal for me isn't for the next person. It makes things more difficult in an extramarital society where people tend to forget that everyone else wants or is doing so before they can make up their minds about what they want. The normal man understands how to live in a relationship physically, how to live in a relationship emotionally and how to live intellectually. He also understands that all these levels do not necessarily occur with the same woman, hence the three women I have been talking about. So there will be the woman you sleep with, who is also a good friend and one that you are intellectually tuned to and yet a third who you are close to emotionally. Few have the capacity to work at all three levels. Those few understand the essence of time. In the beginning, if you ask for too much, you will be miserable because you want all the three levels to come together even before you have mastered one level. There are three dimensions of love - the purely physical - the lowest but most powerful followed by love of the heart and the head in that order. Unfortunately this is how many men are made.

My advice is never give physical love, in any way, at the lowest level it is also the most superficial and least powerful. Don't create a relationship that is governed purely by the element in the beginning, you have to relate to one person sexually, to another through the heart and the other through the intellect. Unfortunately, this creates a problem that society has refused to deal with. Society would rather call you a dog and push you down with guilt if you are seen as a man. How does one get about creating a feeling that you are relating to one person sexually and to another intellectually, that is why I say that love should be allowed to be free and boundless. I can't be seen desired otherwise it loses its mastery and replaced by an empty shell. People should be allowed to relate in many different ways. But society will hear nothing of that. So it is institutional marriage and lust in case the love fades, comes hypocrisy and falsehood.
A warning to zero grazers

Any woman who gets a kick from eating the forbidden fruit needs to know that a thief has but forty days, warns NJOKI KAIGAI.

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An old adage talks of the sweetness of the forbidden fruit. For the longest time, the greatest proponents of this theory have been men. Through the years, men have had no quibbles about chasing after women who should be out of bounds. They see nothing wrong with extending their amorous tendencies to women who are closely associated with their partners. Apparently most men believe that no woman is out of bounds unless she’s his blood relative. This is the reasoning behind the many cases we hear of men making out with domestic help and their wife’s or girlfriends relatives. But from the look of things, there is an emerging breed of women who are quickly learning the lessons of zero-grazing. In matters of love, this means partaking of the offers that reside closest to your love centre.

Female zero grazers love to graze among their girlfriends’ boyfriends, fiancés and husbands. When you opt to become a zero grazer or a man snatcher, here are a few things you need to know:

Any woman who is out to partake of the forbidden fruit in the name of her girlfriends’ men must realise that when she gets discovered, she will be blacklisted and removed from the list of honourable women. It doesn’t matter if your best friend’s man used all manner of tricks to get you to submit to his machinations. It doesn’t matter that your biological cycle or pressure in the office made you blind to reason. The whole female fraternity will hate you and label you a boyfriend or husband snatcher. Remember that your partner in crime — the man will not share your misfortune. And as far as you are concerned, he will just view you as another cheap woman who is ready to cheat on her best friend behind her back. Have you ever wondered how come it’s always the woman who is blamed even by her best friend. And eventually, when the two of them get back together, you are the one who is dumped. So, before you go stealing anybody’s man — remember that only you and not the man, will bear the cross of your sins.

Most of these zero grazers imagine that stealing their best friend’s man means upstaging their girlfriends. Forget about what many of us have led ourselves to believe about female friendships being sacred and lasting forever. It’s allowed to operate within the boundaries of envy and jealousy. You can let your green eye have its fill by wanting to outsight your friend when it comes to her figure, her bank balance or her house. But when your green eye leads you to covet her man, you need to have your head examined. Some zero grazers operate under the illusion that the men want them because they have more to offer than their pals. Now don’t we have news for you? There is nothing special about you save for the fact that you are an easier lay with no scruples about stealing from your pal.

It is important to realise that many other moral failings can be forgiven. However, the pill of betrayal becomes impossible to swallow when it is accompanied with an offspring or some strange illnesses. It is tragic to have your child grow up knowing that he or she was the unfortunate result of some inappropriate shenanigans between friends. Though we know that all our actions catch up with us, there is no use in having those actions catch up with an innocent child. If you really must steal your friend’s man, make sure you have no evidence to show for it, unless your whole aim is to hurt your friend.

At the end of the day, women need to treat their men like cars — with ultimate security and insurance. Just the same way you will not leave your car unbooted in Nairobi CBD, do not leave your man unprotected and exposed to your girlfriends. Your boyfriend may find your girlfriends witty and their company entertaining, but he must never be allowed to enjoy such company without you. He may be the most man, but you must temper his desires to extend his generosity to your girlfriends, more so, without your knowledge. There is no need to experiment with what can happen when a man’s need to conquer another female clashes with the soul of a secretly jealous and malicious friend. Treat every woman in your company as a potential zero grazer and man snatcher and you will be safe.

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Appendix 15

Wednesday, January 30, 2016

Team Mafisi, please kill that greed

Human beings are just a funny lot, only God understands us. We are always eager to try out what we lack but afraid to utilise what we have. Why on earth are Kenyan men suddenly hyping themselves to shift their base to Eritrea? Well, don't even give me an answer already because I just don't get it. These are the same men who back at home fear commitment like plague whenever they are in a relationship. Yes, they never get into it for marriage but for experimental values, at least most of them do. Now the same men who dread committing themselves to one woman are all hyped thinking they can manage two women in Eritrea! Hold your horses mistras, you can't! Not in this life and not in the next. This very same generation of men who are making merry about Eritrea have holes in their pockets. Yes, the only thing they can afford without making a frown is breathing in and out when playing football both on and off the pitch. They dread providing for their scattered families and suck their 'sponsors' dry. Yes, they dwell on sponsors. They depend on hard working women to make their scattered ends meet. I say scattered because as it is, they have like confused farmers scattered their seeds even to lands they have not bought as long as it's fertile. They then sit and watch from a distance to see if the land bears any fruit after which they walk away...like a boss.

So now my dear brothers, what makes you think you will sleep in a foreign land when you can even doze in your own land? Don't make me laugh in the face of danger. Before you jump into a market to compete with the sellers there, make sure you do a market survey and do it well. From the hype you all have, whether real or not, it is evident you have not even tried doing a market survey. Do not rush there with your raw mangoes my brothers, those women deal with very ripe mangoes, those that are ready to be blended into sweet fresh juice.

So now you want to leave us and rush to Eritrea? Who are you leaving us with? Have we ever threatened to leave you? Not even our friends whom you have branded 'fossils' can make us think about leaving you and relocating. When the deal is too good, think ten times because twice is obviously too little a number for you. If they can arrest you for failing to marry two wives if at all it's true, imagine what they would do to you if you married even one and treated them like you treat us! My friend, Prison break is just a series, don't think it's as easy as Michael Scofield puts it. I repeat, Prison break is just a series.

To all our beautiful fellow women within the boundaries of Eritrea, this is all I can tell you, "If a monkey cannot climb it, a gorilla CANNOT."
Keep such out of his life

I was at West Mall the other evening when I happened upon this gang of old male friends who have been pals for as long as I can remember. We joined four young ladies who were being ‘held hostage’ by this senior manager as he waited for the Gang of Six to join them. I stayed just long enough to have a quick bite of the piles of nyama choma they had ordered that seemed to come in rounds, had one can of Carlsberg then fled before the tidal waves of Jameson whiskeys they had asked for began to breach the beach.

What struck me was that when I first knew these gentlemen, we were all just out of college, all unmarried, and while it may be very ‘romantic’ the way they have stuck together, their ways unchanged, three of them are married, the fourth is re-married, the fifth has a long term fiancee and only one of them is ‘forever single.’

Yet on a Monday evening, as the KTN Prime Time news begins, they all are far from home, in a squall bar stall, with the first of many single malt beverages about to hit the spot. And there are FOUR young ladies seated with them at the table. And I overheard them talk about ‘a plot in Kajiado’ this weekend to ‘chase away January’ – and I doubt they were discussing parcels of land in the periphery of the city to invest in for their offspring.

Ever since Beryl up there got a baby (whom she has already begun terrifying by taking airborne on Air Kilimanjaro, yawa!), I have felt a little mellow, so allow me to betray the bros, and help the ladies, because as sure as January has 31 days, this mood of mine in ‘Men Only’ will not last. You may not be able to get rid of a Gang of Six of your man’s boys all at a go, but you can divide and rule, splinter and split such undesirable sextets.

The best friend: Always begin with the Top Dog of such a mob, the Best Friend, the one who was/will be best man when you were or will be the bride. Once you are secure, make it a Me or Him proposition in terms of how time is spent. Such guys can become the third wheel on the bicycle of your relationship that sends it wobbling… and before you know it, you are crashing to the hard tarmac.

The relas: Then there are the blood relationships. Dads, especially older ones, are allowed to be dependent on handouts and other stuff from their sons (although, funny enough, it is mostly daughters who end up with this burden). But do not allow that deadbeat brother to become your family yoka, you know, the one who is already a family joke, who has drug issues and now his mother wants him to come live with his older brother (your man). Your home is not a rehab, and your hubby is not jaguar.

The needy friend: There is that ‘boy’ of your hubby whom he has known from kindergarten, and now he is 40 and left formal employment on December 31, 2015, to strike out on his own and wants a Sh1 million loan from your man to start that promising business. Unless your man knows that area of business well, in which case he should own 40 percent of the biz for his investment, do NOT allow him to drain your family capital to ‘ball out my buddy.’

The drunkard: Drunkard pals are also fellows you should fight to exercise from your man’s life. You know them. They call, and your man dashes out of the door to the local. Others have cars - they hoot, and your guy makes like lickety-split for destinations unknown, only to show up in the wee hours or even dawn looking like something the full hyena feasted on, and then left half unchewed on your front door. Be violent towards the drunk, if need be, verbally or otherwise, but get rid of him before he drags mister down into the liquid depths.

The smoooth friend: That swift-talking, sharply dressed, silver-tongued, cologne-scented player with the ffaasst silver Subaru Impreza, who seems to leave a quick impression on the younger ladies and your hubby seems to look up to, and even adore a little. This chap is very dangerous, and will be the wing-man when need be who introduces your man to a clande or even that prolific goal scorer who does sympathy passes, aka sex hand-me-downs, for your man to put into the net. Best way to get rid of this one? Make him think he has a chance with you. Then tell your man, I think Don is trying to get it on with me. The thing with sub-branch chairman of #IbamHyena on that they cannot help the drool, and the loll of their tongues. Your hubby will see the saliva as Don checks you out next time (after you led him on), and withdraw his papers from the fishy Fis Sacco.

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Appendix 17

Saturday, April, 16, 2016

Boy! How Chase bank drama saved my pal’s life

Although many people were hit negatively by Chase Bank’s receivership, I am one of those who stood in the rain and danced. Not because others had been affected, but because Brenda could no longer access her bank account. Brenda is a close friend who works hard tirelessly to achieve her dreams. This comes with a huge reward, money! What baffles me and annoys me is her relationship with her boyfriend! Not because I want him, NO! It’s all because he milks her account dry in the name of love. This man is always asking Brenda for money promising to pay her back which he never does. The worst part is that he asks for huge amounts of money and since Brenda has been blinded by love, she is always quick to transfer the money to his account.

I know there are many Brendas out there working hard to please men not worth a shilling. Why buy love? Okay, that’s not even love, let me rephrase my question. Why buy stress? These men who have perfected the art of asking women for money should be paraded naked before King Mswati and given a full dose of God knows what! If you are a Brenda out there, my wish is that your bank takes the Silver because the Gold is safely on Chase’s laps! Someone else should teach you how to use your money because clearly, you don’t need it.

What I have never understood though is why there is a rise of this breed of men who have perfected the art of asking for money from women? These are the same men who keep women on their phones because they do not have airtime. Then my fellow women, blinded by stress, call them back and imagine they are in love! My ladies, like I said before, the ratio of men to women in Kenya is nothing to write home about at the moment thus their demand is high and supply is low. That should not make us ‘fall in love’ with every Tom Dick and Harry. Wake up and smell the coffee! Even the Bible says its men who need to work hard and provide for their families! Who are you then to try and provide for the lazy ones instead?

Dearest men, be the men you are supposed to be! I personally learnt my lesson the hard way. I will never reward or loan a man any amount of money! If his car is stuck at the port because he doesn’t have the clearance fee, so be it! If you can afford to import a car, why would clearing it be a burden?

As I write this, Brenda is in a heated argument with her boyfriend because she could not access her money at Chase Bank, so she asked for some money from him. His response, “I also bank at Chase Bank”, Brenda has called me crying, asking me to confront his boyfriend to pay her back her money? As who? Nooooo. I am just going to sit here and pretend my brain was also in a safe at Chase Bank! I am not going to reason, not with people who refuse to reason. Ladies, beware! This breed is multiplying at a high rate! Send your Ben10 money at your own risk! Especially if he doesn’t pay it back!
Mister, pay the dinner bill or forget about me

Men, men, men! Who bewitched you? Just like the foolish Galatians, I am sure someone somewhere must have used the ‘bitch and knife’ theory to finish your reasoning.

As if you asking for money from women is not enough, some of you have resorted to asking for dates from women and expecting them to foot the bills. Excuse me Mr Torch Is Dimming, if you want to ask a lady out on a date, settle any bills that come with it. I mean ANY!

From the transport she will use to and from your meeting venue to the airtime she will use to call you to announce her arrival at the venue. That is apart from paying for whatever she will decide to eat, drink or carry during your date. It’s you who asked for the date remember?

You men who call and ask for a date then don’t bother to know your date will show up or leave the date venue are the most annoying lot since the evolution of man. Or do you think a helicopter will show up and like the Kenyan version of James Bond lift us from the ground and drop us at the venue?

My friend, time is money! If I am going to spend mine, you better spend yours and spend it well since you asked for the date. I do not care how I get to the venue so long as I do not dig into my pocket. If you cannot come to pick and drop me later, then at least facilitate my movement!

You women should also stop giving these men a clear runway to land wherever and whenever. Even the Holy Book says men shall toil and sweat to make ends meet. Who are you to facilitate a meeting that you did not call for? If he is not funding everything to do with the meeting, as my friends from the central region would say, tell him “The ikunyagü.”

There is no way in this era and economy a man would expect unnecessary sacrifices made by women to him.

Women, do not let the fact that there are more women than men in the country to blind you to thinking that if you do not set your standards you will die single. There is someone for everyone and if God says you will die single, not even funding all your dates will make you get married...at least not for long.

We should let these men toil and sweat on their own as the Holy Book says because there is no day they will come and help us bear the pain we undergo during childbirth. The only thing they do as we scream in the maternity ward is pace up and down helping baby arrives safely with no complications. The same way, the best we can do is pace up and down while fully dressed for the date wondering whether they would arrive safe and with no complications. If they fail to arrive, well and good, wipe the make-up off your face. Slip your sexy body out of that fitting dress and pour it into your baggy pjsamais, lie facing up on the couch, take the remote and treat yourself to some series... or better still, grab last week’s copy of Eve Woman and re-read what I will assume you read last weekend because reading the magazine once is never enough. Do not, I repeat, do not get desperate and facilitate your own movement to a date you were invited to.

As I sit here complaining about men in this generation, I cannot help but realise that it is we women who are offering them the silver platter. Why do we imagine that we can change men after falling in love with them? If he cannot provide for you as an individual, what makes you think he will provide for you and your children once you start a family?

Unfortunately as it may sound, I even have some female friends who have become sole breadwinners in their households as their husbands move from one beer joint to another like a marauding stork looking for a tree to perch on. Beautiful lady, if you do not tame him now, do not cry foul later. Deal with your adult baby on your own.
Appendix 19

Gentlemen, you can’t ‘buy’ a woman

When I was very young and in that ‘in-between-school-and-college’ period about 20 years ago, I fell deeply into infatuation with a girl, my friend ‘Len’, nicknamed ‘Sue Bae’ (in what must be visionary in as far as mon-
kers go).

Sue Bae, in my world, was the very model of sophistication. She was shapely, with a sweet smile and sexy eyes, worked as a receptionist at Wilson Airport and was ‘worldly wise’ aka five years older than I. I was absolutely smitten, and since in those days I was also an entrepreneur (computer software) alongside my technologically savvy high school mates (and we wanted to be local Billies Gates), I had resources to pamper Sue Bae.

Dinners, cabs, dresses, designer scents, cinema dates - I wooed her as I had seen in the movies. Throw in love letters and personal poems, and call me the Fresh Prince of Romance. I had it made.

The thing though, was Sue Bae kissed and coddled me, and said she was scared of sex, and I was cool with that. Then on her 25th birthday, a party I’d financed, she got drunk and went off with my pal, Len, then in his early 30’s and slept in his house. Worse still, she slept with him. And he bragged to me how sweet that hon-
ey pot was! I felt like a schmuck and broke up with Sue Bae that long-ago August.

I had learned two lessons from our New Year’s Day to mid-August ‘affair’. One - if you spend money meant for business on your ‘bae’, you will soon go bust! Secondly – never fall in love with a girl called Sue. I am telling you this because, lately, we have been reading a lot of tragic tales about relationships.

Violence among couples is increasing to fatal levels in our society because some foolish men are investing everything, some even going as far as taking out loans, in a bid to win, nay, BUY, the affections of women they are enamored of. Yet, and take this to the bank, you cannot buy the HEART of a woman.

Money will not make her feel better, for you, or look at you with doe eyes. The bargain you get at best, is a woman who becomes fond of you and gives you sex without too much stress. That’s the pig you get from the market.

So here’s a list of things not to get her, unless she’s your wife. It may save you some jail time.

School fees: Don’t take out a loan to send your young ‘mpango wa kando’ to college, imagining she will be your wife. If she’s wise, she will link up with a bright young man there, and you will be out in the cold; or else a cuckold. And by the way, these days, only the poor go to church to seek ‘comfort’ when the home-front becomes a battlefront. Smart women go to get an MBA! And maybe meet up and mare with their new classmate.

Capital: If you open her a business, make it something like a salon and not a cyber café or off-license Wine-
K-Spirits saloon. At worst, the salon will just make her a bigger gossip than she already is. At the salon though, she will just get to meet that one fake drunk super-focused on her. And, eventually cheat on you.

Asset finance: Then buying her a Vitz is so-oo 2011! Little cars just give your mistress more mobility, to your eventual distress. She will say she is going for a ‘chama’ weekend retreat. Yes the only people who go on real retreats are monks, writers, cancer scien-
tists and armies facing imminent defeat.

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I was watching this movie, Money Monster, where this broke man has taken a whole TV station hostage to find out why his US$60,000 investment in a certain company has gone down the toilet.

Imagine if you seized your bank manager at gunpoint, marched him to a broadcasting studio and asked for a reasonable explanation for the sky rocketing interest rates on your mortgage.

A judge recently summarised it wonderfully: Local banks are not just vultures on trees, waiting patiently for their victim to die.

They are also hit men, who then insist over the family’s wishes, on being pallbearers and carrying the casket to the grave to make sure you are really dead.

If you make even the slightest movement — that is, if they suspect you have a hidden asset — they will strip the Cadilal suit off your corpse and sell it to settle their cadaverous debt. That is why the president must sign the bill to tame them.

But I digress. The cops bring in the hostage-taker’s wife, as they do in movies, to talk him out of the situation.

Instead, she gives him a truthful earful — telling him what a loser he is, how he thought he was smart betting his mom’s small inheritance on stock markets he pretends to understand, and that he just ought to just blow himself up.

To make matters worse, she tells him, on live TV, that he is such a wimp that every time they make love, he weeps. The lady speaking is pregnant with his child, by the way.

And at this point, you are thinking — kill yourself already, dude. In the week leading up to the celebration of the Constitution we promulgated six years ago, there are men out there who wish a new Kiboko could find its way under the matatu and into their homes.

All men want admiration. The fastest way to finish a fellow, as a female, is by attacking his ego, making him feel smaller in many ways than the next man (see: women, the weapon I am handing you, on the sty, in this space?).

Then men would want women to stop nagging. Telling a fellow the same thing once, twice, thrice, ten times, will not make him do it. It is not like he didn’t hear you the first time round.

Nakunenga tuu!

Next door to me lives this guy whose wife has to engage him in a high pitched quarrel half the night, every three days. Xi ku nd hii duno — quarrel, once, every three days. If irritations persist, consult a divorce lawyer.

Then there is the third group of millenials who cannot cook to save their mami’s life.

And, worse, proud of it and post it on social media. Imagine a CV where you brag to a prospective employer — I am lazy, cannot absolutely work without major supervision, and my academic qualifications are down to Mwakenyas, sleeping with lecturers, and the rampant KES stealing of October 2010.

Matingi is forbid! Yet this is what the ‘no cook’ posts on Facebook are, and any intelligent African man should rightfully regard you as bit-and-run and not ‘keeper’ material.

In short, give your man respect, peace and space. If he wants to go and watch soccer on Saturday afternoon, fine.

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Appendix 21

Saturday, September, 10, 2016

Beauty can buy a lot

So Ruth Kamande, who is in Langata Women’s Prison for allegedly fatally stabbing her boyfriend 22 times, trended recently on social media after winning a beauty pageant. Why are these stabbing sprees always twenty-something times, some scientists tell us please?

Some people were happy for her. Others were furious that a murderer has become a celebrity. Allow me to take a stab at the question (ooops, I didn’t just say that). Let us agree that Ruth is somewhat good looking – starting with those well-calved legs, a figure, that brown skin, the gap in the teeth and those eyes that speak of all kinds of crazy. As far as feminine traits go, though, Miss Kamande is the real deal.

Now, let us move on to the real crux and cleavage of this article. Beauty gets you a pass in many matters, while ‘ugly’ often gets an undeserved ‘chico class’. Goodbye, ugly. and good luck. The more aesthetically challenged will need all the luck in the world. Let us begin with the most obvious advantage of having the gift, and curse, of beauty (and if you are Ar- mah can nest easy because the beautiful ones have been born).

Beautiful people have a wider range of dating options, and more so in this age of social media where pictures can be checked out on Facebook and Instagram and WhatsApp. Unlike the old days when folks got blinded dates from the behinds of newspapers, and someone described themselves in glowing terms – only for the person who walked in through the restaurant doors to resemble a dead cat dragged by in a lost warthog.

That means, eventually, their genetics are likely to lead to children who are really good looking. But because Jehovah God is still in heaven, and is a Fair God, he often makes sure very handsome men also don’t make a lot of money in order to balance out and distribute the good looks genes. That is why ho-hum looking rich men, with their pretty wives, still have those obese kids running around in Karen.

Speaking of which, all other things and qualifications being equal – and I don’t want to revisit the ‘sponsor’ topic here, that is last week’s wrapper – interviewers will tend to give the nod to the better looking candidate than to the ‘uglier’ individual. This is because people like to surround themselves with the good things in life, and by good, we mean beautiful. You prefer a Benson in the yard over a Probock, flowers over potted cactus plants, and no college student ever threw a party and said ‘in vito all the ong’ing on’.

That is why we have the phrase the great, the good and the Beautiful. It then follows, as a 2011 Cornell University study done over four years found, that good looking defendants are more likely to get a lighter sentence (by an average of 22 months, a lifetime in prison) and ugly defendants face the full blunt brutal brunt of the Law.

I know some people think Ruth ought to get 22 years in prison, but if I were her magistrate, I’d give her three years and three months in prison, followed by two years inside Mathare for mental evaluation. Then release her just in time for Christmas, and the New Year of 2022. She seems remorseful.

Some say she’s beautiful. So should Miss Kamande be punished for that by being banned from pageants, study programs and church services in Langata Prison, and instead be locked up in a dungeon, being fed on water and kamande full of weevils? It is prison, punishment already. Isn’t the Gisalagarchipango?

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Ten things all men could learn from Castro

Fidel Castro passed away two weeks ago, but I wanted to save this article for this long Lamhurt Day weekend, when we are supposed to reflect on national heroes, past and present.

Sadly, Kenya is a country desperately short of heroes, instead we have ‘explainers’ like Kidero, denying charges of missing billions. We used to look up to doctors, but now they are so mis-treated, pardon the pun, that they have downed their tools due to poor pay, and left patients to their deathbeds.

My 3-year-old daughter Chelsea put away her plastic doctor kit the other day saying ‘Daktari ina hawana pesa.’

In a country led by government glibtons, we must look far beyond our borders, across a continent and a sea, to find a hero every chap can look up to, like the late Fidel Alejandro Castro (let you didn’t know his middle name was Alejandrino).

One - Pursue your big dream

No woman likes a mere dreamer for a man, but every lady loves her man a bit ambitious. So set big but realistic dreams, something within your abilities, but still very hard to achieve.

Castro’s ambition was to overthrow the corrupt and rotten to the core regime of one Batista, in which he failed, then succeeded.

Two - Pray, brother, preach

You may not have a pulpit like a pastor or a politician, but you can inspire other people through talk, writing or even your actions, beginning with your own kids, colleagues or even classmates. Castro could speak for hours, outlining the revolution and his plans for it.

Three - Survive like a rat

The other day, my writer pal Kiprop Kimutai commented that he is fascinated not just by my smarts, but ‘you seem to survive like a rat, even in the face of foes.’ Now, while I do not appreciate being compared to our closest relatives rats, rats (we share 98 per cent similar genes, even more than with chimps at 96 per cent, something else I bet you didn’t know, Alejandrino), the point is you’ve got to survive before you thrive. Fidel Castro survived dozens of CIA attempts on his life across the decades. Do not fear life’s human foe.

Four - Follow up on your foes

Castro chased his worst enemies across the sea, so they could curse him from Miami, but do no more harm.

Five - Help your friends

Castro helped African brethren like newly-independent Angola against apartheid South Africa. As Mandela said, telling off Washington DC, your only brother is the man who is with you when you are down. Not on top.

Six - Be a responsible man

Castro did not steal money from the Cuban State to build himself monuments and mausoleums. Instead he created a great health care system for the common people. This long weekend, determine to be a better father or whatever, to make sure your near and dear are well. If you are a leader, those are watching.

Seven - Dress the part

Be who you are, right down to your clothing, and create your personality. Castro had that beard, green uniform and that revolutionary look. He owned it, as they say. Own you.

Eight - Enjoy life

Enemies say Fidel enjoyed his mistresses and mojitos. The fact is he liked his Spanish wine and Cohiba cigars. And so what? Life is short (although Castro did live to be 90).

Nine - Education is key

Castro made sure Cuba had one of the highest literacy levels in the world. Make it a point, starting now and not New Year, to read one book a month (although the fact that you’re reading this is commendable).

Ten - and when it is time to let go, of anything, just let go. Do not cling on hard when it is time to say ‘dastidiana’ (goodbye, kwanza) — whether love, or life itself. And, now, it is time to let me go.