

**SEXIST LANGUAGE OF MATATU CREW:
A CASE OF THE KAWANGWARE-NAIROBI COUNTY ROUTE 46.**

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**A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF LAW, ARTS,
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DECLARATION

I declare that this project is my original work and has not been presented in any other university/institution for consideration of any certification. This research project has been complemented by referenced sources duly acknowledged. Where text, data, graphics, pictures or tables have been borrowed from other works including the internet, the sources are specifically accredited through referencing in accordance with anti-plagiarism regulations

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Date: 17/11/2022.....

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SUPERVISOR'S DECLARATION

This project has been submitted for review with my approval as the University supervisor.

Signature: .....

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ABSTRACT

The purpose of this study was to analyze Sexist Language used by the Matatu crew against female passengers on the Kenyan public transport system popularly known as Matatu. Although several studies have been done on language and gender, little has been explored on the sexist language used by the Matatu crew. Sexism includes both genders in terms of discrimination, but in the real sense, women are always the most vulnerable to sexism. A language is a social tool, and a speaker may decide to deliberately and consciously use language that reflects their attitude to their listener or reader in this case women folk. This study sought to analyze sexist language as a tool used by matatu crew to women in Matatus plying route 46 Kawangware of Nairobi County. The study intended to achieve three objectives that focused on the words used by Matatu Crew and the response of the female gender on how it affects them psychologically and emotionally. The study objectives was to identify features of language used by 'Matatu' crew on Kawangware route 46 in Nairobi County, Explain the link between sexual abuse of female passengers by 'Matatu' on Kawangware route 46 and sexist language used by the crew against women and Describe how the use of sexist language by 'Matatu' crew on route 46 propagate gender bias. This was achieved using Grice's theory of implicature (1975) and Speech Act Theory advanced by Austin (1962). Combining the two theories allowed the researcher to examine the implicature and indirect speech attacks in combination to avoid any misinterpretations. Speech act theory was undertaken in comprehension of public rules to produce meaningful assertion of sexist words used and why they are viewed as going against required ethical standards, while Grice theory will handle the perlocutionary aspect of total speech act addressing the psychological effect of such words on the female gender. The study adopted mixed methods research because of the holistic nature of the research problem. Data was placed into groups thematically and the conversation was translated from Kiswahili to English. The descriptive observation data was transcribed into word version and then the text was grouped and analyzed thematically based on Grice four maxims. The findings of this study indicted that sexist language used by 'Matatu' crew propagated gender bias therefore the study findings would be utilized to sensitize people in general and the Matatu industry in particular to the current portrayal and its implications on female passengers in Matatus. The study concluded that women remain the primary victims of sexist language and phrases confirming that language continues to sustain inequality between men and women. Basing on the study findings, there is need to develop and implement guidelines against sexist language use clarifying its effects, roles, rights and responsibilities of actors in the Matatu Industry.

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