

**CONVERSATIONAL IMPLICATURE
IN SELECTED *JKLIVE* TALK SHOWS ON CITIZEN TELEVISION, KENYA**

OPIYO ANYANGO MARGARET

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DECLARATION

This project report is my original work and has not been presented for the award of a degree in any University.

Signature_____

Date_____

OPIYO ANYANGO MARGARET

C50/20101/2020

Supervisor

This project has been submitted with my approval as University Supervisor

Signature_____

Date_____

Dr. LOISE W. MWAI

Lecturer, Department of Literature, Linguistics and Foreign Languages

Kenyatta University

DEDICATION

I dedicate this study to my lovely children, Kelly John and Allianah Lutalala; my Spouse Arnold Luttah, my parents Mr James Opiyo and Rose Opiyo and my nieces Maurine, Shermum and Immaculate.

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JEFFERSON'S TRANSCRIPTION SYMBOLS

- = This indicates the break and subsequent continuation of a single interrupted utterance.
- [] This indicates an overlap in conversation.
- [...] This shows longer pause.
- (.) Micropause.
- An abrupt interruption in utterance.

OPERATIONAL DEFINITIONS OF TERMS

- Conversational Analysis** : An approach to the study of social interaction which embraces both verbal and non-verbal communication in everyday interaction.
- Conversational Implicature** : The implicit meaning of a statement that is derived from the context of the conversation and the speaker's intentions, rather than the literal meaning of the words used.
- Cryptic** : A statement that is intentionally ambiguous or obscure, requiring deeper interpretation to grasp the meaning
- Discourse** : Bigger units of language that go beyond individual sentences, such as conversations, speeches, texts, and other forms of communication, with a specific structure, purpose, and function.
- Discourse Analysis** : The analysis of language beyond the sentence level. It looks at every unit of a language be it sounds, words, sentences, conversations etc.
- Implicature** : An indirect or implicit speech act where what is meant by a speaker's utterance is not what is explicitly said.
- Panelists** : Invited guests who discuss a given topic in talk show.
- Talk Show Host** : A Journalist who conducts the talk show.
- Turn Taking** : An organization in a conversation in which participants speak one at a time.

ABBREVIATIONS AND ACRONYMS

CA	-	Conversational analysis.
CEO	-	Chief Executive Officer
CI	-	Conversational implicature.
CP	-	Cooperative principle
H	-	Host
H T1, T2, T3	-	Host at different turns, turn one, two.
JKL	-	Jeff Koinange Live.
NACOSTI	-	National Commission for Science, Technology and Innovation.
P1	-	First panelist.
P2	-	Second panelist.
P3	-	Third panelist.
P4	-	Fourth panelist.
TCU	-	Turn Construction Unit
TRP	-	Transitional Relevance Place.
TV	-	Television
V	-	Viewer.

ABSTRACT

The study involved an analysis of Conversational Implicature on sampled episodes of *JKLive* show of Citizen TV in Kenya. The research objectives were: to describe the structure of conversation on selected episodes of *JKLive* show; to determine the observance of cooperative principle maxims on selected episodes of *JKLive* show; and to investigate the viewers' internalization of the observance or violation of cooperative principle maxims. The study used a descriptive research design in which judgmental sampling was employed in selecting the episodes in the talk show that were more relevant to the study. A sample size of 2 episodes which lasted for an hour each was used for conversational data and then subjected to analysis. Data was collected through audio and video recording fixed on naturalistic observation of the talk show. The data was then transcribed orthographically to identify the language features required for the study. Data analysis was guided by two theories: The first was Conversational Analysis by Sacks, Schegloff, and Jefferson, which was used to analyze the overall organization of the talk show which is inline with the first objective of the study. The second one was Conversational Implicature by Grice (1975), which he termed as an indirect speech act whereby, what is communicated may go beyond literal meaning. This theory was used to account for observance or lack thereof of cooperative principle maxims, which addressed the second objective. A total of 100 comments were purposively selected from the *JKLive* show episodes under study to address the third objective which looked at the viewer's internalization of the observance of the Cooperative principle maxims. Results showed that the structure of *JKLive* talk show consisted of opening, body, and closing segments. Prevalence of violations of cooperative principle maxims was observed, particularly instances of quality and manner being disregarded in political discourse, and quantity and relevance being disregarded in economic discourse. Viewer tweets revealed a discerning audience that recognizes both adherence to and deviation from cooperative principle maxims. Addressing violations of these maxims can improve clarity and coherence, with the host playing a crucial role in moderating discussions to foster mutual understanding, prevent conflicts, and promote constructive exchanges, ultimately enhancing the viewer experience.

CHAPTER ONE

INTRODUCTION AND BACKGROUND TO THE STUDY

1.0 Introduction

This chapter unpacks the concepts of conversational implicature and structure of conversations. The chapter breaks down the structure of conversations and conversational implicature into constituent elements and sets the scene in relation to television talk shows. The chapter also offers an overview of the selected talk show, namely, *JKLive* show on Citizen TV Kenya. This is followed by a statement of the problem. The chapter then outlines the research questions and objectives. The research assumptions, significance, and scope of the study are also provided.

1.1 Background to the Study

Communication involves the exchange of information, ideas, and thoughts between individuals. According to Sheikh (2012), it constitutes a meaningful interaction between two or more people, facilitating the comprehension and understanding of meanings within the human realm. The primary goal of communication is to grasp and comprehend information. Therefore, for communication to fulfill its intended purpose, what one expresses must be understandable to others. In other words, if one fails to clearly articulate ideas, intentions, or knowledge, the conversation may be deemed misleading or confusing. To simplify the use of language, certain rules are necessary to govern how information is conveyed and at what point, as effective communication may be unattainable without them. Prastowo (2016) defined conversation as message transmission and linguistic exchange processes involving two or more participants to

achieve desired objectives and effects. This exchange takes the form of a structure that facilitates meaning-making and transmission.

A talk show is a type of broadcast chat that can be distinguished from other television programs like news, debates, commercials and other programs (Mwai 2018). Talk shows presents an individual guest or several guests who debate on various topics brought forth by the host of that particular talk show. Past literature have shown that talk shows are composed of three parts: an introductory or opening segment that gets the discussion started, a body segment where the actual discussion kicks off and progresses as the host interacts with the panelists through questions and answer sessions with the view of developing the topic, and a conclusion phase that brings the discussion to an end (Martinez, 2000).

Television talk shows, just as in everyday conversations, constitute turn-taking (Enomoto., Den & Ishimoto 2020). According to Duran and Battle (2018), underpinning turn-taking is a concept in the structure of conversations known as adjacent pairs – the term for foundational units of talk sequencing. In their basic form, adjacent pairs manifest in two turns by speakers in a conversation, with the initial turn constituting the first pair responsible for exchange commencement while the immediate subsequent turn responds to the first pair part. For an effective response, sometimes expansion may be necessary, typically through following the first adjacent pair with a question whose answer helps better respond to the original question (Duran & Battle, 2018).

Empirical analysis of media talk shows in America consistently provided evidence of the existence of an opening, closing, adjacent pairs, and turn taking as characterizing the structure of conversations (Izza., Mujiyanto & Yaluasri 2019). Expanding on these

basic structures, Rui and Ting (2014) in an analysis of an American Television Talk show classified them into the global structure and local structure, whereby global structure entailed opening, body, and closing. Local structure, on the other hand, is constituted of turn-taking strategies made up of turn-claiming (such as through interjection), turn-holding strategies (such as the use of but, however, among others), and turn-yielding strategies (such as by offering a question or nominating the next speaker) (Rui & Ting, 2014). Also, featured in the local structure is the concept of feedback, whose aim is to signal that one is listening with a view to urging the speaker (such as nodding, or using expressions such as mmmh) (Rui & Ting, 2014). These patterns of the conversational structure have also been reported in political interviews conducted in Turkey (Meidiarto, 2021).

Bajri and Mariesel's (2020) empirical inquiry into the structure of conversations has led to the examination of styles people follow in everyday conversations across the social domains and the function that they serve. The point of analysis is to decipher the utility of language within a social context (Akram, 2020; Yulianti et al., 2022). From such studies, one is able to appreciate the motive of linguistic exchanges within conversations (Alsoraihi, 2019).

In recent studies, there has been a focus on media studies or language use on media by various linguistic researchers, be it on televisions, radio stations, Facebook, and Twitter, among others (Izza et al., 2019; Rui & Ting, 2014). Media has been classified into different types. They include: print media, which includes magazines, newspapers, books; broadcast media, which comprises of television and radio; and social media, which includes; Facebook, Twitter, WhatsApp and Instagram. All the categories have

gained more attraction recently in linguistic studies, not only in Kenya but globally (Lazim, 2020; Mwai, 2018; Otieno, 2017; Ong'onda, 2016).

In broadcast media like television and radio, the objective or task of the media personalities is to ensure people get the information about what is taking place around them, either in their countries or globally. Thus, they are expected to use language in a way that provides maximum understanding with minimum risk of confusion (Enomoto et al., 2020). Grice (1975) came up with some principles which help in governing the interlocutors on how to create an understanding of various interpretations of what is being communicated unless the conversation is aimed at achieving a different goal from what is communicated. Grice's maxims are the bridge between what is said and what is meant.

When we have a conversation, we say a lot of things, and according to Grice (1975), we adhere to principle of co-operation. Therefore, there is a need to make it clear so that everyone in a conversation can follow. Interlocutors are expected to talk in a way that benefits the conversation without confusions. There are set of conventions that we are subconsciously aware of and one should follow if meaningful conversation is intended. Grice came up with the cooperative principle which has four maxims that need to be adhered to in order to have effective communication. These are: the maxim of quality which advocates for being truthful, the maxim of quantity which advocates for giving enough information as required, not less or more, the maxim of manner which means being clear, avoiding ambiguity and obscurity of information, and the maxim of relevance which advocates for being relevant. Violation of these maxims leads to misunderstandings among other things. When dealing with broadcast media for

example, journalists are expected to be cautious of these principles in order to minimize misunderstanding or misinterpretation during talk shows.

Mwai (2018) carried out a *Genre Analysis of Sampled Radio and TV Argumentative Talk Shows in Kenya*. The study aimed at describing the generic structure of the talk show among others. However, the study did not look at conversational implicature on those various talk shows in Kenya hence posing a conceptual gap.

Mayora (2010) analyzed Implicatures in interviews within the Kenyan print media that focused on how interviewees responded to “yes” or “no” questions, the findings noted that responses vary between direct and indirect answers depending on the publication. This study used the Grice theory of implicature (1975) to highlight the complexity of conversational exchange in the print media. This study gave an insight on how this theory can be used in analyzing conversations, however, the present study focuses on broadcast media talk show interviews which allows real-time interaction between the host and guests and also engage the viewers directly on various platforms, which can influence the use of implicatures to achieve specific communicative effects such as humor, saving the face among others.

The television talk show that was the focus of analysis for the present study is *JKLive* show broadcasted on Citizen TV, a national Television Station in Kenya. Citizen TV was selected because it enjoys the highest viewership of 30% of the total audience and with the most-watched primetime News program amassing 31.4% of the viewership during Newsnight and *JKLive* show (Geopoll Audience Measurement Report 2021). The Geopoll report is approved by the Media Council of Kenya.

JKLive show has a decade-long history that dates back to the early 2010s as a current affairs program premiering every Wednesday at 9 pm. It is a popular television talk show in Kenya, hosted by Jeff Koinange, who is a renowned Kenyan Journalist. This talk show normally has the following segment the opening, body and closing segment. At the opening segments, all the episodes start with an introduction by the host Jeff-Koinange who introduces the guests/panelists of the day.

The second segment of this show is the body. The body is structured into three different segments: the guest interview, the panel discussion, and audience interaction.

Guest Interview: This particular show normally consists of interview with one or more panelists who come from different backgrounds and different fields of expertise. They can be politicians, celebrities, experts in a given field, or individuals with unique experiences or tales to share. The host engages these guests in conversations that delves deep into the topic, be it their backgrounds, challenges, achievements, or opinions on current issues.

Panel Discussions: In episodes where current or complex issues are being discussed, the show invites a panel of experts or commentators who give in their views in regards to the topic at hand. So at this stage, the actual discussion kicks off where the panels answer the questions posed by the host.

Audience Interaction: This show allows the viewers to actively participate on the day's topic through online tweets. These tweets consist of questions, views, or opinions regarding the topic at hand or general comments about the panelists, which are then read out by the host to the panelist for further engagement.

Segments and features: to note is that this show has features that are specific to its format. These segments depend on the topic of discussion i.e. 'in the hot seat' means

that tough questions are being asked, or could be ‘life stories,’ in which the panelists share their personal life experiences and then proceed to the closing segment.

It has a huge viewership due to the show’s diversity. It has a space for everyone and has a way of bringing out unique stories from these individuals. The analysis was based on this talk show because of the high probability of flouting the Cooperative Principle maxims, since in talk shows, the conversation between all participants occurs naturally although the hosts regulate certain aspects of the conversation to encourage objectivity, civility, and observance of time slot, while at the same time allowing the participants to spontaneously communicate (Irawan et al., 2019).

1.2 Statement of the Problem

The adherence to cooperative principle maxims has a comparatively broader implication in shaping the trajectory and outcome of national discourse. In this regard, the media has a duty to disseminate diverse information and knowledge, thus it is expected to abide by an ethical code of conduct to serve its purpose. The language use on media talk shows should provide maximum understanding with minimum risk of confusion. For a long time, Kenya’s media built public confidence as the most trusted source of information. However, it has since earned itself the tag ‘*Githeri media*’, a pejorative slur that signifies growing public loss of faith in media as a credible source of information, and *JKLive* show is not an exception. Observance of the cooperative principle maxims in television talk shows can go a long way in attaining the educative value of broadcast media. However, discourse analysis studies have not adequately examined how conversational implicature manifests in Kenyan talk shows. Posing a knowledge gap that this study aims to close by providing insights on how to achieve a

balanced perspective on conversational implicature, and to promote a more nuanced and informed discourse within the media landscape.

1.3 Research Objectives

The study was guided by three specific objectives:

- i. To describe the structure of conversation in selected episodes of *JKLive* show on Citizen TV Kenya.
- ii. To determine the observance of cooperative principle maxims in selected episodes of *JKLive show* on Citizen TV Kenya.
- iii. To investigate the viewers' internalization of the observance or violation of cooperative principle maxims on *JKLive* show on Citizen TV Kenya.

1.4 Research Questions

The study sought to answer three research questions:

- i) What is the structure of conversations on *JKLive* show on Citizen TV Kenya?
- ii) In which ways are the cooperative principle maxims observed on *JKLive* show on Citizen TV Kenya?
- iii) How do viewers internalize the observance or violation of cooperative principle maxims on *JKLive* show on Citizen TV Kenya?

1.5 Research Assumptions

The study made the outlined assumptions;

- i. The *JKLive* show on Citizen TV Kenya has an identifiable conversational structure different from other talk shows.
- ii. There is observance of cooperative principle maxims on the *JKLive* show on Citizen TV Kenya.
- iii. Most viewers misinterpret the intended meaning of the violations of cooperative principle maxims on *JKLive* show on Citizen TV Kenya.

1.6 Justification and Significance of the Study

The media provides an accessible source of language data, which can be utilized for research and various other purposes. Socially, it plays a significant role in shaping language usage and attitudes within different speech communities (Oroujlou, 2012). Consequently, media outlets are considered important social institutions as they serve as key conveyors of our culture, influencing both political and social spheres (Hutchby, 1996). Due to these reasons and more, the study of media discourse is crucial, as it unveils insights about society and contributes to its overall character.

The study on conversational implicature holds significant implications across various fields, particularly in linguistics and media studies. The findings provide valuable insights into the dynamics of meaningful conversation, offering practical applications for diverse stakeholders.

For journalists and media practitioners, the research outcomes could offer a framework for regulating content and ensuring the quality and integrity of communication within media platforms. By understanding conversational implicature, media stations can establish guidelines for maintaining ethical and effective communication practices.

In the realm of linguistics, the study contributes to a deeper understanding of conversational structures within the specific sociopolitical context of Kenya. This knowledge is instrumental for advancing theoretical frameworks and adapting existing models to better suit the Kenyan linguistic landscape. It aids linguistic researchers in both theory development and the application of methodologies to similar research contexts. Furthermore, media reviewers may stand to benefit from the study by gaining insights into achieving a balanced perspective on conversational implicature.

Understanding the cooperative principles underlying effective communication enhances their ability to evaluate and critique media content, promoting a more nuanced and informed discourse within the media landscape.

1.7 Scope and Limitation of the Study

The study has investigated the structure of conversations and the application of cooperative principle maxims within the context of Citizen's *JKLive* talk show episodes Of the year 2023. Building upon the observation by Hayden et al. (2007) regarding the significance of electronic media as information sources, the talk show selected for analysis served as a primary focus for this study, offering a rich dataset. This study only analyzed two episodes of the *JKLive* talk show, which may not be representative of the entire series or reflective of the diversity of conversations that occur on the show. This small sample size may not capture the full range of conversational dynamics present in this show. This study was only limited to tweets or comments made on You Tube page of Citizen Tv Kenya, leaving other virtual spaces like X space, facebook etc. not because they are not worth investigating but because of limited resources notably time. The examination incorporated all four cooperative principle maxims (quantity, quality, manner, and relevance) delineated by Grice (1975).

1.8 Chapter Summery

This chapter has provided an overview of the research project by unpacking the title terms; A brief overview of the theories and the talk show under study has been provided, the statement of the problem, research questions, objectives, assumptions, justification and significance of the study and the scope and limitations of the study highlighted. The next next chapter will give a detailed explanation of the theoretical frame work and the reviewed literature related to this study.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter provides a review of the empirical literature concerning conversational implicature and the structure of conversations. The review includes a discussion of existing literature and the identification of knowledge gaps, proceeding in alignment with the specific research questions and objectives. The theoretical framework is presented as follows; the first part looks at the Conversational analysis (The structure of Conversations) while the second part provides literature on Conversational Implicature (Cooperative Principle maxims). The chapter then narrows down to the Media studies done in Kenya that is related to this research then followed by a chapter summary.

2.1 The Structure of Conversations

Sacks, Schegloff & Jefferson. (1974) created a paradigm that focuses on the structure of conversations and how participants build meaning through turn-taking and other conversational behaviors. They argued that conversations are organized in a sequential manner, with participants taking turns while speaking. Conversational turns are frequently in pairs, such as an inquiry followed by an answer or a welcome followed by a response in which certain forms of responses such as agreement and meaningful comments, are preferred by participants. Sacks asserts that when there are misunderstandings, people engage in repair sequences to address and resolve problems. Overlaps can occur during conversations in which one person begins speaking before another finishes, and interrupts the conversation.

Conversational utterances are made up of smaller units known as Turn Constructional Units (TCUs). These units can range from a single word to a full phrase in length. Speakers organize and compose TCUs to create meaningful turns and contribute to the sequential flow of discussion. These conversational structural elements give a foundation for understanding how conversations are ordered or how participants manage interactional dynamics in ordinary language (Sacks et al., 1974).

Pardede, Herman, Silalahi & Thao. (2021) investigated the structure of adjacency pairs in English conversations among students. Their analysis criteria encompassed four key elements: (a) the conversation's structural recognition, (b) joint participation of two parties, (c) contextual relevance, and (d) local management of the dialogue. Effective communication for analysis, according to the study, necessitates communication competence, ordinary conversation settings, and reflection of cultural and social contexts. Adjacency pairs, integral to turn-to-turn communication, facilitate sequential dialogue. The study employed qualitative research methods, with data collected through observation of students at Universitas HKBP Nommensen in Indonesia in August 2019, utilizing video and tape recordings of natural social interactions outside classrooms and canteens. Data transcription and analysis followed a four-step process, involving data collection, identification of interesting phenomena, recognition of recurring patterns, and reliability testing. The researchers highlighted that understanding adjacency pair structures aids in mitigating common speaking problems and tensions between speakers and listeners. Given the spontaneous nature and involvement of multiple participants in the *JKLive* show, the conversational structure examined in the above findings, holds significance. Additionally, the study's reliance on naturalistic observation through audio and video recordings offers insights into this data collection method.

Sinurat and Hutaaruk (2021) conducted a conversation analysis of the *SpongeBob Movie*, directed by Tim Hill, featuring SpongeBob and his friend Patrick Star. They characterized the dialogue as spontaneous exchanges between two or more individuals in a casual, natural environment. Grounded in pragmatic theory, the study emphasized the cultural context's role in interpreting language, encompassing the understanding of utterance meanings, sentence usage, and their purposes within conversational exchanges. The research posited adjacency pairs as sequential utterances between two individuals and highlighted turn-taking's significance, wherein one person speaks while others await their turn. The study identified repairs as strategies for addressing conversational difficulties. Employing a qualitative design, content analysis was utilized to examine data obtained from observing scenes featuring the main characters in the *SpongeBob* movie. The collected data was transcribed for analysis. Results indicated eight instances of adjacency pairs, 22 instances of turn-taking, and seven instances of repairs, suggesting turn-taking as the predominant communication structure. The study also aimed to apply this analysis to the *JKLive* show.

Kpogo and Abrefa (2017) delved into the structure of face-to-face conversations among the Akans of Ghana. Employing the theory of telephone conversation, they utilized a qualitative research design. The telephone communication model served as a framework due to its similarity to Akan conversation patterns. The study observed that most telephone conversations among Akans typically commence with greetings, followed by token inquiries, reaching a peak where the main agenda is discussed, and concluding naturally. Data collection utilized simple random sampling of naturally occurring dyads. Findings revealed that Akans initiate conversations with greetings, with three distinct stages at the conversation's end: introductory closing, announcing closure, and introducing new discussion topics. This study, conducted within a natural

cultural context devoid of conflict, contrasted with the *JKLive* show's format, where conversation participants engage in debates, potentially leading to different findings.

Susanthi, Warmadewi, Claria & Mahayana (2022) conducted a study on the conversational structure utilized in guiding dialogues on YouTube. Acknowledging the significant role of social media in shaping communication, especially in the context of business marketing, the study focused on tour guides' YouTube channels as platforms for promoting their businesses. Employing qualitative methods, specifically content analysis, data were extracted from a specific YouTube channel (<https://youtu.be/7f5Mn-g--Bk>) titled "Pengalaman Aku Menjadi Guide Bule di Bali". Data collection involved observation, listening, and note-taking. Conversational Analysis was employed to examine the data, categorizing the conversational structure into seven segments: opening structure, topic introduction, turn allocation, adjacency pairs, overlapping speech, interruptions, shifts, and closing. The study identified six elements and four expressions within the conversation, encompassing openings, turn allocation, topic shifts, overlapping speech, adjacency pairs, and closings, along with greetings, information-seeking, information provision, and confirmation. Similarly, data on the *JKLive* show were gathered from the YouTube platform using analogous methods to elucidate the conversational structure elements.

2.2 Observance of Cooperative Principle Maxims

Conversational Implicatures are strongly associated with philosopher H. P. Grice's Cooperative Principle which maintains that participants in a conversation should attempt to be cooperative by making their responses informative, relevant, truthful, and clear. There are two sorts of conversational implicatures which includes:

Generalized Implicature: These are implicatures that result from the common meaning of specific words or phrases (Grice 1975). When someone says, "Some students came late," it implies that not all students arrived in time.

Particularized Implicature: These implicatures are context-specific and are influenced by things such as the speaker's intentions, the listener's prior knowledge, and the shared context (Grice 1975). They are not exclusively based on the grammatical meaning of the words used. Grice developed four conversational maxims which governs a conversation. These are:

Maxim of Quantity: Make your contribution as informative as possible while not going overboard; Quality Maxim: Try to be honest and deliver accurate facts; Relation Maxim: Be relevant and make your contribution relevant to the existing dialogue and Manner Maxim: Be precise, avoid ambiguity, and keep it short. These types of the conversational Implicature were used in the present research to realize the observance or violation of the cooperative principle maxims on *JKLive* show.

Helmie and Lestary (2019) used the movie christened *Home and Away* to carry out an analysis of flouting maxims in conversation. The movie was written and acted by John Hughes in 1992. Content analysis was used to explore maxim flouting. The study showed that all the four maxims were flouted (maxim of quality, quantity, relevance, and manner). The study noted that the maxims were abused because of competitive, collaborative, convivial, and conflicting reasons. The strategies used by characters to flout maxims include overstatement though metaphor was also used. This study therefore is relevant to the present study by providing insight as to how this theory can be used in analyzing conversations though the present study sought to study a different kind of conversation (talk show).

Rahmi and Wahyuni (2018) explored the violation of maxims found in a political conversation hosted on the Rosi Talk show which is a political talk show, hosted on KOMPSA TV in Indonesia. This was qualitative research and the conversational data was collected from Rosi Talk-show in three episodes. The data was transcribed into written forms, then sorted and classified into respective conversational maxim violations. The study demonstrated from a total of 47 utterances, 9 of them violated maxim of quality, 18 utterances violated the quantity maxim, 14 utterances violated the maxim of relation, and lastly, 6 of the utterances were found to have violated the maxim manner. The reasons for maxim violation given in the study were varied but can be summarized as; saving face, misleading the hearer, protracting the answer, avoiding discussion, pleasing the interlocutors, and communicating self-interest. The present study sought to understand the need of violations, if there was any, and investigated the viewers' internalization of the violations and if they are able to identify the need of violation in *JKLive* show.

Al-Qaderi and Alduais (2019) conducted a study on contemporary political discourse in Arabic countries. Their research centered on an interview with a retired president of an Arab country in Egypt, which was aired on an Egyptian television station. Lasting 82 minutes, the interview addressed various issues affecting the Middle East in 2014. Guided by the cooperative principle maxims, the study utilized a non-probability design to investigate whether conversational maxims apply in the Arabic language. Ten excerpts were selected from the 82-minute interview on YouTube for analysis. These excerpts were transcribed and translated from Arabic to English, and the English version was then analyzed to identify any violations of the conversational maxims. The findings revealed violations of all conversational maxims. The current study, however, focused solely on English-language talk shows sourced from YouTube, examining the

adherence to or violation of all four maxims. It adopted the same research design and data collection methods as the aforementioned study.

Laila (2020) investigated the application of cooperative principle maxims during the 2019 Indonesian presidential debate between two candidates held in Malaysia. The study examined the debate through the lens of conversational violations, focusing on the types of cooperative principle maxims utilized and those frequently breached. Employing a qualitative methodology and specifically the descriptive approach, the study aimed to characterize the observed phenomena. The findings indicated that the presidential candidates did not infringe upon the maxim of quantity or the maxim of quality. However, violations were observed in both the maxim of relevance and the maxim of manner. The current study adopted a similar method of data collection and analysis to that employed in Laila's research.

2.3 Media Studies in Kenya

Akello et al. (2021) carried out a study investigating cooperative principles that the Facebook users violate whenever they are involved in political discussions in Kenya. The research used a qualitative design because its goal was to give an understanding of phenomenon occurring naturally. This study utilized the official Facebook pages of Rt. Hon Raila Odinga and Hon William Ruto as its sources of data. Purposive sampling was adopted to identify eighty-seven comments to form data. The findings noted that Facebook users violate all cooperative principle maxims whenever they give their political views. This study however did not look at the violation in talk shows which the current study sought to investigate using the *JKLive* show hence presenting a research gap.

Mayora (2010) explored implicatures in interviews published in the East African Standard, a Kenyan Newspaper, when responding to yes and no questions. The study used Grice's theory of conversational implicature which postulated interviewees in a conversation consider the context of the conversation to respond to an interviewer. The Standard Newspapers having interview excerpts between January and May 2010 were purposively sampled for this study. The study established the interviewees avoided directly giving yes or no answers, though the answers given were sufficient for the interviewer to interpret the answer as either no or yes. The study, therefore, established there was a violation of conversation implicature in the standard newspaper. This study was done in print media and was done in a controlled environment. The current study on conversational implicature selected *JKLive* talk show on Citizen Tv Kenya in which conversation proceeded under a fairly uncontrolled environment.

Mwai (2018) conducted a study on electronic media in Kenya, specifically focusing on the genre analysis of talk shows. The research aimed to delineate the generic structure of talk shows among other objectives. Employing a descriptive research design, the study utilized judgmental sampling to select relevant shows for analysis. The findings indicated that argumentative talk shows exhibited a consistent structure, characterized by recurring features of argumentation and similar question types. The theoretical framework employed in Mwai's study (CA) was adopted in the present research, along with the same methodology. However, the study did not investigate conversational implicature in various Kenyan talk shows, thus revealing a research gap.

2.4 Theoretical Framework

The study used two theoretical frameworks namely: Conversational Implicature by Grice (1975) and Conversational Analysis by Sacks, Schegloff, & Jefferson in late 1960s and early 1970s.

2.4.1 Conversational Analysis

Conversation generally occurs when two or more people exchange ideas or opinions. A good conversation normally occurs when interlocutors cooperate with the aim of sustaining a single focus of attention while taking turns. Conversational Analysis was inspired by Garfinkel's (1967) Ethnomethodology and Goffman's (1955) Conception of Interaction order. It was later developed in the late 1960s and the early 1970s by Harvey Sacks and his collaborators, Emanuel Schegloff and Gail Jefferson. CA is generally viewed as an interaction which seeks an understanding on the way conversations are structured. It looks at the recorded conversations, which occurs naturally.

This sociological approach to the study of language outlines few communication structures which are not dependent on context and interlocutors; however, it constitutes the overall organization of the talk. According to Sacks et al. (1974), these structures comprises: adjacency pairs, turn-taking, and the sequential organization of speech events. Conversational analysis describes all these characters in a talk. Although, due to the various setting in which exchange takes place, distinct communication systems could be discerned by allocating turns. They may vary from finalized turn allocation like debates to local distribution of turns such as ordinary conversations.

Schegloff (2007) asserts that one of the most crucial organizations of talk-in structure is taking turns. Sacks (1987) maintain that communication should account for clear, exact timing, and re-occurring changes in interlocutors' role. This theory focuses on

how turns are allocated among the individuals. That is, who talks first or next at every TRP (Turn Relevant Place) and how the TCU (Turn Constructions units) occurs.

The next focus of the CA is the concept of Adjacency Pair. It is described as a two-part exchange in which the second utterance typically relies on the first as in the case of greetings, invitations and requests. It is the concept of ‘nextness’. What is communicated in the First Pair Part (FPP) determines what needs to be in the Second Pair Part (SPP).

Overall structural organization is also a concern of CA. This is a sequential organization of speech events. That is, the openings, main body and closings. It looks at how some actions/ utterances are positioned before others in a conversation (such as greetings) and others late (such as farewells). The main body is structured around the topic.

Lastly, there is closing which is the final step of an interaction and the willingness to end is communicated through pre-closing sequence, sometimes prior to actual closing. (Sacks et al, 1974; Shegloff, 2007). This theory guided the analysis of the structure of *JKLive* show as it explained how conversations were structured under objective one.

2.4.2 Conversational Implicature

Grice (1975) used the term “implicate” to account for what a speaker implies which is different from what is literally said. That is to say, what is meant by the utterance is actually different from what is said. Meanings conveyed by Implicatures include: politeness, humor, saving face, caution (self-protection), emphasizing information, absolving oneself from responsibility, and entertaining audiences (Lazim, 2020).

Yule (1996) defined the term implicature as saying something that means much more than what is actually communicated or said. As such, it is the communicator’s utterance

choice which violates cooperative principles maxims to bring out the intended meaning that can only be inferred by the listener based on the consideration of the context. Grice (1975) came up with this theory to elaborate on the conversational Implicature, and make an understanding of how they arise and understood by the interlocutors.

Grice (1975) believes that in all language communication activities, there is a mutual understanding between the interlocutors to achieve a specific goal. He came up with a conversational principle which he termed the cooperative principle. This principle helps in guiding a conversation. Speakers are expected to abide by the cooperative principle (CP). This CP has four maxims: the maxim of quantity, quality, manner, and relevance. He acknowledges that people do not always follow the CP during communication. When they violate one of the maxims of CP, the Conversational Implicature occurs. Communication moves smoothly only when the hearer shares the same knowledge with the speaker. Grice (1975) outline four maxims that should be adhered to during conversation.

Maxim of quality: which advocate for being truthful and not contributing to a false belief.

Example: Hon Sudi is a University graduate with bachelor's degree in Law. This is clearly seen on how he argues out on political matters.

In this sentence, the maxim of quality has been violated to show sarcasm. First, there is no truth to the above statement. Secondly, the speaker is aware of Hon Sudi's Educational background but is making fun of it on political lines.

Maxim of quantity: do not contribute more or less than is required. This then means that, one is required to be as informative as possible and give as much information as expected.

Example: War is war.

Here, the maxim of quantity is violated by giving less information than is required but with the hope that the listener can infer the meaning. For example, in war, there can be destructions, displacements or even death.

Maxim of Relevance: the interlocutors are expected to be relevant. This maxim is usually violated when we want to be polite.

Example; A) How did she perform?

B) She looked wonderful.... This then shows that the person in question may have not performed well but since the speaker did not intend to hurt their feelings, he chose to answer what he was not asked.

Maxim of manner: avoid ambiguity and obscurity of information.

The theory of conversational implicature can be used to examine talk shows just like other conversational contexts. The purpose of talk shows is to entertain, inform, and engage the audience through talks between a presenter and guests. Using the concept of conversational implicature to analyze these discussions might assist in finding underlying meanings, intents, and implications beyond the stated content of the dialogue. Conversations on talk shows frequently contain implicit messages that go beyond the participants' stated utterances. Implicatures can be determined by studying the context, tone, and nonverbal clues. Body language, hesitations, or evasive answers,

for example, may indicate concealed knowledge or emotional reactions that are not clearly communicated.

Talk show participants may use indirect communication to express messages or opinions without overtly articulating them. Conversational implicature aids in deciphering these indirect communications and their intended meaning. Hosts and guests may utilize sarcasm, irony, or references to convey themselves or create an effect and also the audience participation and interpretation on which talk programs rely significantly on. Viewers frequently extrapolate and take conclusions from the discussions they see (Allot, 2018). Conversational implicature explains how viewers may infer new information or meanings from the discussions by using shared background knowledge and assumptions. Therefore, this theory was helpful in analyzing objective two (Observance of Cooperative principle maxims) and three (Viewers' Internalization on the violations of Cooperative Principle Maxims).

2.5 Chapter summary

This chapter has presented the empirical literature that relates to the study and explained the theoretical framework that was used. The gaps in the empirical literature have been discussed. In the next chapter, the methodology used is explained.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The aim of the study was to establish the conversational implicature used in selected episodes of *JKLive* show, a live TV show hosted by Citizen TV Kenya, interrogating different current social and political issues in Kenya. This chapter discusses the research design which was used in the study, the population, sample size, and sampling procedure, data collection methods and data analysis.

3.1 Research Design

Akhtar (2016) described research design as a plan, structure, strategy, and investigation which clearly specifies how the researcher will obtain data from the field. Akhtar (2016) summarizes the description into three core areas (1) it is a blueprint for data collection (2) a guide for how the data shall be measured and (3) a plan for how the data shall be analyzed.

The study used qualitative research design. According to Aspers and Corte (2019), qualitative research is further divided into several subdivisions including logic, narrative research, phenomenological research, grounded theory, action research, case study, ethnographical research, discourse analysis, historical research, content analysis, and open-ended interviews among others. This study adopted the content analysis method. Content analysis was described as a detailed analysis of the content of a particular body of materials with the objective of discovering patterns, themes, and biasness. The study used this method since it provides a systematic and rigorous way of analyzing conversational Implicature by systematically recognizing, categorizing, and investigating the implicit messages within conversations. It helped the researcher

in identifying trends, comprehending contextual factors, and getting insight into the communication dynamics of *Implicature*.

3.2 Target Population

According to Vasileiuo et al. (2018), the population is the total number of possible participants from which a sample is drawn. The target population was the number of episodes since *JKLive* show premiered on Citizen TV Kenya. Assuming there was no disruption to normal Citizen TV Kenya normal programming for the period under review, the total number of episodes was estimated to be 328 as shown in Table 3.2.1 below:

Table 3.2.1: *JKLive* total episodes from 2017-2023

Year	Months	Weeks	Episodes
2017	10	4	40
2018	12	4	48
2019	12	4	48
2020	12	4	48
2021	12	4	48
2022	12	4	48
2023	12	4	48
Total			328

3.3 Sample size and sampling procedure

Boles and Bombard (1998) recommended a raft of measures for picking samples appropriate for conversational analysis. These include; Sample size lasting 5-10 minutes when studying conversation repair, speaking rate, and utterance rate; when studying conversation repair for 6-8 cases from parent conversations, then 10-minute sample is adequate; when determining speaking efficiency while 5 minutes is adequate for all eight cases. The criteria used by Boles and Bombard (1998) is however

applicable when the study is on conversational analysis only while the present study included both conversational analysis and conversational Implicature.

The study employed purposive sampling to choose two episodes from the talk show to address the first and second objectives. This same sampling method was utilized to select a total of 100 comments on the same selected episodes for the analysis of the third objective. Draper and Swift (2010) asserted that purposive sampling involves the deliberate selection of samples based on a set of criteria by the researcher. This sampling technique aided in minimizing the repetition of topics and facilitated the researcher's engagement in more meaningful discussions pertinent to the study.

The *JKLive* episodes recorded in 2023 were chosen for the study due to the unique context and significant events that happened in the country after the elections such as high taxations and massive demonstrations. The researcher aimed to work with a sample size of two episodes. Table 3.3.1 below shows that the number of episodes were 48. The justification for the chosen sample size was based on Mestherie, et al.'s (2000) argument that in linguistic research, one does not necessarily need a bigger sample size because even a smaller sample size will still give the true outcome of the study. The Table below shows the number of episodes in the year 2023 during which the two episodes were purposively selected.

Table 3.3.1: The number of *JKLive* episodes in the year 2023

Number of months	12
Number of weeks	4
Total <i>JKLive</i> shows	48
Predetermined Sample size	2

3.4 Data Collection Method

Qualitative data was collected by listening to and observing *JKLive* episodes hosted on YouTube channels. Recording was used as the main method of data collection, fixed on digital audio and video recording. This data helped the researcher establish the general structure of conversation in *JKLive* and the extent to which participants in the *JKLive* adhered to the cooperative principle maxims. The researcher established whether the panelists followed the cooperative principle maxims; maxims of quality, the maxims of quantity, the maxims of manner, and the maxims of relations. Lastly, a total of 100 comments under these selected episodes were analysed to address the third objective.

3.5 Research Validity and Reliability

According to Suryadi (2019), data reliability in qualitative research referred to the degree to which research findings could be useful in other circumstances. Suryadi (2019) asserted that reliability was ensured in qualitative studies through various methods, including triangulation, peer review, collaborative research, and multisite design. The strategies adopted in this study included informants and data triangulation. Stahl and King (2018) described informants in the study as individuals such as tutors and supervisors who helped validate the credibility of the findings, while transferability referred to the extent to which the findings of a particular research could be applied in another situation. The study used supervisors to assist in validating the data collection and verification of results. Additionally, the findings of the study were compared and contrasted with similar studies.

3.6 Data Analysis and Presentation

A data analysis plan was employed as a meticulous action plan delineating the approach to data analysis (Suryadi, 2019). Hutchby (2006) posited that media content does not exist independently of its expression. A comprehensive understanding of the nature of its content, such as talk shows, can only be gleaned through the analysis of media texts. This analysis sheds light on how talk shows are constructed and the functions they serve. Therefore, in the present study, the audio and video recorded verbal interactions were orthographically transcribed to identify instances of observance or violation of cooperative principle maxims. This facilitated the analysis of data for the second objective. The first objective was also analyzed using the same transcription. However, it incorporated both orthographic English and national conventions following Jefferson's (1974) model, which considers both prosodic and verbal aspects of speech, such as pauses, among others. This data was utilized to identify the discrete phases inherent in this particular talk show. Finally, employing the same method of content analysis under the identified episodes of the study, a total of 100 viewers' comments drawn from the episodes under study were orthographically translated and used to analyze the third objective.

In a nutshell, the analysis proceeded through three phases. The first phase involved examining key elements of conversational analysis, including the opening segment, body (which included turn-taking, adjacency pairs, and repair sequences), and closing segment. These elements were essential for understanding the structure of the show and observing participant interactions, thus fulfilling objective one. In the second phase, the focus shifted to the observance of cooperative principle maxims. Given that conversational analysis entails scrutinizing interactions and communication patterns among participants, this phase assessed these interactions in light of the cooperative

principle. Both verbal and nonverbal cues were taken into account to identify implicatures. Lastly, the third phase analyzed audience interpretations of implicatures. Viewers often make inferences and draw conclusions based on the conversations they observe. Thus, understanding their perspective was crucial.

3.7 Ethical Considerations

Royal Media Service's JKLive show is in the public domain. Thus, permission to access the videos was not necessary. However, as guided by the Kenyatta University research policy, the researcher obtained a letter of introduction from the university which helped in applying for the research permit from National Commission for Science, Technology, and Innovation (NACOSTI). In order to protect the privacy and confidentiality of participants or interviewees of the JKLive talk show, pseudonyms have been used i.e. P1 representing the first speaker etc.

3.8 Chapter Summary

This chapter has discussed the research methodology that was adopted for the study. It has explained the research design, target population, sampling procedures, data collection procedures, data analysis and lastly, the ethical procedures.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

This chapter presents an analysis of the structure of conversation and conversational implicature on the *JKLive* talk show of Citizen TV Kenya. This analysis aligns with the three objectives of the study. The first objective aimed to describe the overall structure of the talk show, guided by CA. The second objective sought to determine the observance of cooperative principle maxims, guided by Grice's (1975) theory of Conversational Implicature. Lastly, the third objective investigated viewers' internalization of the observance or violation of cooperative principle maxims.

4.1 Structure of *JKLive* Talk Show

This section presents an analysis and discussion of segments of *JKLive*. The shows' opening segment is presented in section 4.2.1, followed by the body in 4.2.2 and finally the closing segment in 4.2.3.

4.1.1 Opening Segment.

This is the onset stage in which a talk show opens up to the viewers. This segment is initiated with the goal of grabbing the viewers' attention and also sets the tone for the rest of the program. Mwai (2018) noted that of the speech interactions as a whole, openings make up the first segment that can be distinguished. It makes up the initial stages that come before getting to the core of any discussion. Previous studies have shown that there are three key elements that are achieved during the opening phase (Montgomery, 2007; Mwai 2018). That is: the opening commences with the host announcing the topic to be discussed, then provides an overview of background information regarding the topic of discussion, and lastly, the panelists' introduction and

a brief overview of their career or accomplishments which then lead into the phase of the interview. The opening segment of two episodes of *JKLive* talk show was examined to determine if it has these properties. Indicated below is an example of an episode on opening segment of *JKLive* talk show.

Example 1.4 Topic: Dreams and Expectations.

T1 Host: Good evening and welcome to JKLive on Citizen Tv, my name is Jeff Koinange and you are watching JKLive.

2. Tonight, a week after the proposal of the new budget, we want to talk about what this new budget means to Kenyans. What is your view? Share your questions or comments, what do you think?

3. Start tweeting @koinange jeff @citizentvKenya or SMS 22422 #JKL.

4. We have Kenyans from across the board talking about what this budget means to them.

5. On the very far end, have got P1, he is the chairman of the boda-boda Association, right next to him is P2, he is a content creator, right next to him is P3, she is 'mama mboga,' and right next to me here is P4, he is the C.E.O of Centonomy.

6. Kenyans across the board talking about the budget and what it means; dreams and expectations. Let me start with you P1, of boda-boda association, I know you have close to 300,000 members here in Nairobi alone right? Hii budget unaona aje bro?

At the introduction level, a monologue is delivered by the host of this Talk Show, whereby he introduces himself, the name of the show and the purpose of the episode at line 1. *Good evening and welcome to JKLive on Citizen Tv, my name is Jeff Koinange.* A brief overview is provided on what viewers should expect on this episode, then the host goes ahead to introduce the panelist while highlighting their accomplishments or achievements and the reason for being invited to discuss this particular topic of the day at line 5. *On the very far end, have got K, he is the chairman of the boda-boda Association, right next to him is X, he is a content creator, right next to him is P3, she is 'mama mboga,' and right next to me here is P4, he is the C.E.O of Centonomy.*

The necessity of providing more details to the panelist's full name is due to varying audience degrees of shared knowledge (Clayman, 1992).

This introduction is normally short and engaging across all the episodes. Since this Talk Show involves audience on a virtual space – that is, social media platforms – the host acknowledges their presence while briefly engaging them and encouraging the viewers to follow and participate in the discussion on the show's website at line 3. Start tweeting *@koinange jeff @citizentvKenya or SMS 22422 #JKL*.

At the final stage of this segment, the host poses the first question to the first panelist in order to give his views on the topic at hand. *Let me start with you P1, of boda-boda association, I know you have close to 300,000 members here in Nairobi alone right? Hii budget unaona aje bro?* Gloss: What is your view on this budget brother?

This topic is based on the proposed finance bill 2023 by the president in which there was an increment on taxes and new taxes were introduced such as taxing content creators, house levy for civil servants among others. The reason why the first panelist's contribution is important is because the government of the day made a promise during campaigns that it will take into consideration the low income earners like the 'Mama mbogas,' motorists among others. These were referred to as "the hustler nation". The government of the day aimed to have a bottom up economy where low earners are empowered to rise or do more by the government. So the first panelist is asked to give his views on whether the new Finance Bill favors them or not as the boda-boda riders (motorists). His view towards the topic is important in opening up the conversation on the dreams and expectations because they were the center of campaigns.

Even though the opening segment is almost similar across the episodes, that is, the guest introducing himself, the name of the show, welcoming the larger audience or viewers

and giving a brief overview of the topic to be discussed, some episodes barely follow this structure. The host introduces the guests during the news bulletin and instead of a short monologue the host interacts shortly with the panelists before welcoming the viewers and the interview then kicks off right after. Below is an example:

Example 2.4 Politics Topic: Which way Kenya?

H T1: Welcome back, in the house we have P2, good to see you, sir, and Narok senator P1, good to see you.

H 2: How are you doing men?

3 P1: Let me say I'm doing well but today you have disappointed me...

4 H: Haaa, I have disappointed you?

5 P1: Yah men, I didn't know that I was coming here to debate with this boy.

6 P1: You know he should be debating with his fellow drama teachers not me.

7 H: Haaa are you saying he is a drama queen?

8 P1: I wish I knew that I was coming to debate him, I wouldn't have rushed here all the way from Narok to be honest.

9 H: Okay, drama man, what do you have to say?

The host welcomes back the larger audience to the program at line 1 as he introduces the guests of the day. *Welcome back, in the house we have P2 and the Narok senator P1.*

The welcoming back of the audience before the interview is because the program comes immediately after the 9 p.m. news and just like any other episode, the audience had already been informed before the news about the days' discussion and the panelist of the day. This shows a transition from one phase to the other and this comes immediately after a news break. Unlike example 4.1, where the host delivers a short monologue as

he invites the audience and formally introduces the panelist and their accomplishments and their reason for being in the show, this episode begun with an abrupt interaction between the host and the panelist of the day. *How are you doing men?* At line 2, which then initiates a short conversation between the host and the first panelist before the actual interview.

This study has observed that even though this show has almost a similar opening structure, there is no fixed order in which they occur: a clear difference as shown in the above examples. The observation deviates from the fact that the components of a news interview's opening section have a certain sequence, which consists of introducing the guest, naming the topic, and providing background information (Clayman & Heritage, 2002). In example 4.2, the host begins by welcoming the audience and introducing the panelist then goes straight into having a short monologue with one of the panelist in form of greetings which differs from example 4.2 which systematically follows above order of the early studies.

In terms of structure, every opening that has been studied is often separated from the other parts of the discussion and has a recognized structure with elements common to this talk show stage, but there is observable room for flexibility. The formal sequential organization is observed. This is in line with the previous studies (Montgomery 2007; Mwai, 2018).

The hosts often change gears to indicate the change from the introductory phase to the body. The host opens up this phase by directing the first question which opens up the talk show directly to one of the panelist whom he selects. This phase, which is termed as the body, is analyzed in the subsequent section.

4.1.2 The Body

Understanding the manner in which participants comprehend and react to one another throughout their turns of conversation is the fundamental goal of researching C.A., with a particular emphasis on how action sequences are created. The smooth, exact timing and recursive shifts in the roles of the speaker and listener must be taken into consideration in any description of social interaction through conversation (Sacks, 1987). Talk shows, just like any other interactions, happens in responsive pairs, splitting the pairs across a series of turns. Following the first introductory segment, the conversation shifts into a second segment that starts and continues as the host interacts with the panelists. A pattern of speaking turns was seen throughout the data, with the panelists having a discussion after the host posed questions in an equivocal way. Long segments of conversation with a wide variety of interactional patterns made up the body (Clayman, 1992; Hutchby, 1992). The host often rotated the panelists, choosing a representative of the opposite viewpoint to be the next speaker in order to achieve the show's objective and clarity.

Throughout the discussion, it was noted that this program included audience interaction in its broadcast time. The viewers are given a specific code during the shows' introduction where they can share their views by asking the panelists questions or just giving general comments about the show. # *Sms 22422* or tweet at the shows' website @*koinangjeff@citizentv kenya*. At specific prearranged intervals, there were pauses to accommodate announcements or commercials. Usually, the host announced their break to the larger audience for them not to tune to other channels or programmes. Time warning indications signaled the conclusion of this stage. The following is an example of how this phase is structured.

Example 3.4 Politics**Topic: Which way Kenya?**

T1 H... *Let me go to you first P1, you were saying `...` I mean it's a dark day, isn't it today?*

2 P1: *Let me first start by saying this, brick wall to brick wall leads us into a collision. The position taken up by this administration is one which should get every Kenyan worried. This is not about Azimio anymore, Raila Odinga did not go to the streets today. Kenyans are tired and that is why they went to the streets to demonstrate peacefully but they were provoked by goons hired by this illegitimate regime.*

3 H: *Why do you call it illegitimate?*

4 P1: *I call it illegitimate...*

5 H: *He won the elections*

6 P1: *That is a subject for discussion*

7 H: *But why?*

8 P1: *Because even if we went to the supreme court, the supreme court ignored basic things. Please Jeff, don't take me there because you know what happened.*

9 H: *Why don't you admit that you did lose the election?*

10 P1: *I would never admit to that.*

11 H: *And you were at the Bomas of Kenya?*

12 P1: *Yes I was, and you aren't taking me back to that debate of Bomas of Kenya because we are here for a different debate. We are here because of all the ill of this illegitimate government.*

13 H: *You can never call this ill []*

14 P1: *I will never call it legitimate `...` and soon we will prove that it is illegitimate government the moment we hit 15million signatures, then I would []*

15 H: *I'm going to get to the signatures in a moment but first senator [] uuh let me ask you Y, nine lives lost, all that destruction today, was it necessary?*

16 P2: *First of all, I want to send my heartfelt condolences to the families who lost their loved ones, today morning, they woke up knowing that they are going to nurture their children to become engineers, doctors, but sad enough they are sleeping with corpses. It is quite a sad day.*

17 P2: *Second, I want to celebrate the teachers of this country who woke up in the morning today, went to school, risked their lives to protect our children who are in school.*

18 H: *But you saw in Kangemi what happened.*

19 P2: *Yah, I saw [] I saw teachers who were even rescuing the children []*

20 P2: *but you know exactly it didn't happen and that is why I feel very bad when my colleague degrades teachers.*

Considering the above example, on political debate, *which way Kenya*, which is a continuation of example 2.4. The host kicks off this second segment by allocating the first turn to the first panelist by asking his views on the event of the day in which several parts of the country went into demonstrations to protest the hike in prices on various commodities due to what many believed to have been as a result of over taxation by the government. So the host asks the panelist to give his opinion on whether the massive destruction that happened during the protest was necessary. *Let me go to you senator X first, you were saying... I mean it's a dark day, isn't it?* At line 1. At the second turn, senator X who is the first panelist sarcastically gives his view regarding the matter. *Let me first start by saying this, brick wall to brick wall leads us into a collision...* at turn 2. Several turns of talk take place between the host and panelist one at turn 1-15 in which the host engages the first panelist more to understand his views on an incident that even claimed the life of few individuals. His contribution to the topic as a member of opposition government and in support of what had happened builds up several turns and keeps the conversation going. The host kept on building the turns in form of questions as he allocates the turns to the two panelists.

The discussion was coupled with several overlaps and pauses not only between the panelists but the host as well. The host repaired the conversation whenever there was an overlap as he allocates the turns. Host at line 15; *I'm going to get to the signatures in a moment but first senator '...' uuh '...' let me ask you Y, nine lives lost, all that*

destruction today, was it necessary? This is what Goffman (1967) termed as *Bracket Signals* in which there has to be signals that indicate or demonstrate that portion of the message, that is termed the ‘side sequence’ that do not align with the message of the moment is put on hold to be returned to later on as the conversation progresses. The host picks the second panelist at turn 15 as a way of repairing the conversation but also to get his view as a member of opposing side as he is part of the government who do not support the actions taken by the citizens. And his view on the issue is important in building the conversation.

The body follows the same order across all the episodes, in which the host allocates turns to the panelist and repairs conversations as he poses questions with the aim of building the conversation. The observation made is that the topic and individuals invited to the show determines how smoothly and timely the turns run or the several overlaps that take place. An example of the second episode which is part of example 1.4 on dreams and expectations is provided below for the sake of elaborating this segment more.

Example 4.4 Economy Topic: Dreams and Expectations

T1 H: *Let me start with you P1 of boda boda association, I know you have close to 300,000 members here in Nairobi alone right?*

2 P1: *Yeah, sure.*

3 H: *Hii budget unaona aje bro?*

Gloss: *What’s your view on this budget brother?*

4 P1: *Aaa, this budget is just another one. (h) (.) I mean, we do not know where to start because already even before this budget is read tomorrow, going backwards, we have already been seriously affected. Jeff every single day a bodaboda rider wakes up in the morning, dash to their areas of operation, and before the hike of the fuel, there was a time when we were actually buying it at around ksh 127 (.) we were already affected because my daily amount that I use for operation is around ksh 400. (.) But today, a bodaboda rider in town here, and it even gets worse to those that are operating in outskirts, it goes up to*

around 700-800, (.) even ksh 1000 if at all you are going to operate from 6 am- 6pm in the evening because the price at the pump is completely out of reach for the small man.

5 H: *It is ksh 182 now right?*

6 P1: *It is.*

7 H: *And it's gonna go up even more*

8 P1: *They've said 16% is going to be levied on fuel that one means we are going to buy it at around ksh 200. (.) ksh 200 per liter? It is completely unacceptable. I don't know whether the president has good plans, and because you remember Jeff, the bodaboda and mama mboga was the epitome of the campaign for the president (.) and we've not seen really the reward for those people that really formed that government.*

9 H: *Hold that thought there, K, X, what is content creator for people who don't understand, what do you do?*

10 P2 X: *Aah, basically I think these two just to explain in simple terms, a content creator is anyone who films or records anything to post on social media and does that to earn a living. (.) So we have a variety of content creators like comedians, fashion bloggers (.) we have travel vloggers, so it is a whole new industry that has everyone in it (.) we even have doctors who create content and post on media. So that's a whole new ecosystem.*

11 H: *So what do you do?*

12 P2: *Personally I'm a stand-up comedian and a creative director and currently I'm creating a comedy series that ran online called a nurse-toto and I also run digital online media which focuses on pop culture and just news basically.*

13 H: *Is it paying? Does it pay bills?*

14 P2: *Makes sense because it keeps growing every year.*

15 H: *But for you, do you make money? (.) are you comfortable?*

16 P2: *Yeah, that's what is sustaining me...*

17 H: *Absolutely, P3, named after my mother Nyambua, welcome, what do you operate out of, and what do you do?*

18 P3 Y: *I operate in wakulima market, mirikiti, kama mama mboga, na biashara haijakuwa mzuri, juu before covid, mimi nilikuwa Napata mia sita kila siku, hadi sai napata mia sita na maisha imepanda... (I operate in Wakulima market located in mirikiti as a vegetable seller and the business has not been doing well, because before covid, I*

used to get Ksh 600 and until now I'm getting Ksh 600 while the cost of living is high)

19 H: *Z, when you hear the folks here and the plea of the people, imagine if it is tough for people like us, what it is like for them.*

20 P4 Z: *Sad to imagine, let's just be honest, and a nation we have to be aware of that and so, when I come and speak in a place like this, I have to be aware of it. There are certain principles, I loved over the past couple of weeks the public participation around the budget. So people are actually bringing their views and saying this is not going to work, and I love the participation that is there, but now, it is in the hands of the leaders and no matter what, please Jeff, has there been a year that you've heard there is no inflation in this country?*

The above discussion focused on the state of the economy and the impact of the new proposed Finance Bill by the new government to the people, a bill that many believed, will impose too much financial strain on the people who are already suffering economically. Different personnel are invited to share their view on the budget and if the government is meeting their expectations as they promised during the campaign periods. At the first turn, the host seeks to find out from the first panelist who is the head of bodaboda association what the proposed budget means to them. *Let me start with you K of boda boda association, I know you have close to 300,000 members here in Nairobi alone right? Hii budget unaona aje bro?*

At turn 4, the first panelist gives a cryptic view. *Aaa, this budget is just another one...* which could mean that it is just adding to the already existing tough economic times. The panelist affirms that their expectations as low income earners are certainly not being met. The host continues to engage the first panelist at turn 2 to 8 as he builds this segment and setting pace for the rest of the panelist. At turn 9, the host puts the first panelist's turn on hold in order to get the views of other panelists before coming back to hear more from the first panelist. *Hold that thought there P1, P2, what is content creator for people who don't understand, what do you do?* Unlike the first panelist whose question was direct on what the day's topic was, the host engages the second

panelist by first asking what his career is all about and how he benefits from it before delving into the days' topic. At turn 10 the second panelist explains what content creation is all about as they delve deep into the conversation.

The allocation of turns just like in other episodes is smoothly run by the host as he engages one panelist after another and to note is that, unlike most political shows, where the host alternates the turns between the panelists with conflicting views and building turns by asking the next speaker to give their opinions in regard to the contribution of the other speaker, here questions and allocation of turns are direct and based on personal contribution. It is easier to understand the unique characteristics of turn-taking regulations for talk shows by looking at these prefaced questions. They also demonstrate how the talk show's distinctive structure is derived from the turn-taking regulations (Mwai, 2018).

The observation made is that the topic and panelists invited for the show determines the smooth running of the turns. In example 4.4 above, the panelists cooperated well with the host by respecting each other's turns to speak as they hold back questions and responses as they wait for their turns unlike example 3.4. This conversation (4.4) was free from overlaps and so not so much repair strategies were observed from the host. The conversational breakdowns were minimal.

From the analysis, it was noted that the talk show host regulates the time duration, the structure and also the manner of the interaction. This segment is characterized by few commercial breaks that are structured into a preface such as: "stay tuned", "keep it here", and "stay for more", among others. After the breaks, a brief re-introduction of the panelist and the topic is done as the discussion continuous. An example is provided below for the consideration of this.

Example 4.5 Economy Topic: Dreams and Expectations.

H: *Let's take a break. We have a great conversation here today folks (mentioning the panelist names again), talking about the budget, about the dreams and aspirations and expectations. It is tough out there. Folks tighten those seat belts, it's gonna be a rough ride. In the meantime, keep tweeting at koinangejeff@citizen.tv #JKLive. JKLive takes a break we will be right back in a moment.*

Break

H: *Thank you for keeping it right here at citizen television, I hope you guys are getting as educated as we are on the eve of the budget reading, folks, we are talking about dreams and expectations here with... (re-introduces the panelists). P4, before the break we were talking of...*

At this stage, the host interrupts the discussion and announces that they are taking a short break as they put the discussion on hold. *Let's take a break.* The viewers are asked to stay tuned and keep on tweeting for there is a lot more to come after the break. The host then mentions the names of the guest as they take the break. After the break, the host starts by thanking the larger audience for keeping it in. *Thank you for keeping it right here at citizen television.* Then mentions the topic and re-introduces the panelists.

The examination of the talk show's content revealed its institutional nature, which is shaped by a number of predetermined objectives, behavior patterns, roles, and conventions. The host asks the questions and gives a brief view as the panelists answer them or give in their views. The aforementioned observation indicates that the talk show discourse domain possesses its own ethical standards (Goodwin, 1990). The opening segment influences the content of the discussion as the conversation swiftly moves into the body. Turns are made up in responsive pairs as the conversation progresses. The host moves to the next phase which is the closing phase when he is certain that the topic has been adequately addressed. This last phase is discussed below.

4.1.3 Talk Show Closing

When communicating with others, there is usually a clear indication that a conversation is about to start before it really begins. This holds true right up until the very end. The communication channel determines how these varies. Discourse analysis focuses on describing these signals and their variations across modes, channels, and settings. A talk show's closing segment is essential for achieving a seamless ending and making a lasting impact on the audience (Sacks & Schegloff, 1973). This segment does not end abruptly. Talk show hosts prepare long enough to wrap up their program just before they give their last gratitude or goodbyes (Clayman, 1992; Hutchby, 1992). The participants take part in pre-closing sequence as elaborated below.

4.1.3.1 Preface to the closing phase.

At this stage, the host gets ready for termination during this pre-closing phase, which occurs before the last thank you. One approach to accomplish this is to thank the panelists after announcing that the termination is required (Clayman & Heritage, 2002). These notifications typically have an urgent quality to them, or at the very least, they suggest that time is running out. It proves that termination is relevant. Essentially, the host steps back from a round-robin conversation with each panelist to offer commentary on the conversation as a whole. The importance of this action is that it successfully ends the conversation and highlights the importance of terminating (Clayman, 2010). The following example illustrates this.

Example 4.6 Economy Topic: Dreams and expectations.

1 H: *As we wind up P1, let me start with you, as you were saying, things get worse at the end of the month right? What about relatives, those who are in the village, how about them if they depend on you?*

2 P1: *But let me tell you Jeff, what I can thank the president for is the loaning apps, now, you take loans from different apps, for example, I take fuliza and when the payment is due, I borrow money from hustler fund to pay back fuliza and the circle continues, we are doing that because now, with ksh 600 you cannot survive with your family in Nairobi...*

H: *P3, as we wind up, kama Rais anakusikiza, utamwambia nini?*

Gloss: P3, as we wind up, if the president is listening to you, what would you tell him?

P3: *Kama Rais ananiskiza [] hustler mwenyewe, the president, sisi ndio tulikuchagua, sisi mama mboga, na ukasema serikali ni ya mama mama mboga, ningeeomba ushikiliye yaani hizi pesa zinatolewa kwa taxna hizi zinatolewa kila mahali, hizo pesa zetu tuchungie, hatutaki zitumike vibaya. Na ningeeomba hivi, kama pale sokoni kunatole tax, hospitali kuna pesa zinatolewa, kila mahali, na ninajuwa kuna vitu zitafanyiwa amendment, si zote zitapita, tunaomba Rais utuchungie hizi pesa na utulindie vijana wetu, our husbands, hii stress ni mingi, watu hawaendi nyumbani...*

Gloss: If the president is listening to me, the hustler himself, we are the one who elected you, we, the small business traders, and you promised the government is ours, I would plead with you to take care of our taxes not to be misused, And I would request this, at the market we pay taxes, at the hospitals, everywhere, and I know things are being amended and not all of them will go through, so president, take care of our money and our sons and husbands as well. the stress is too much that people don't even go back at home.

H: *P2, talk to your content creators, what do you tell them going forward?*

P2: *Going forward, I would urge them to just keep on putting work, because if you put in more work, you will be able to earn more. And now, once you start earning, let's also keep in mind how to plan these finances because we are in an industry where we don't have a consistent pattern as I mentioned of how we make money, so you make something, be able to plan for it as you wait for another one.*

H: *So those who want to be like you, content creators, what do you want to tell them?*

P2: *Nothing is stopping you, this is an industry that has no gate keepers, what you need right now is your cell phone, you can put it in front of you and do it, you can be a comedian, you can be a musician, a film maker, anything... content creator is about what you want to show people, maybe how to do something or just entertain, there are no limits...*

This last phase begins immediately after the host has read out the tweets on viewers' comments or opinions about the ongoing topic of discussion. At line 1, the host asks

the first panelist to give his last thought on the discussion at hand. H: *As we wind up P1, let me start with you, as you were saying, things get worse at the end of the month right? What about relatives, those who are in the village, how about them if they depend on you?*

the first panelist then shares his thoughts while giving a general overview of how tough things are in regard to the ongoing conversation. The host keeps on allocating turns between the panelist to ensure that they all give in their last thoughts or comments on the topic before the termination. The panelists share thoughts in regard to their field of expertise as they also involve the public or larger viewers. This then lead to the final termination with the host thanking the panelists for attending the show and giving their insights and also the viewers for tuning in until the end of the show as he says goodbye and ends the show. This process is the same across all the episodes with an exception to when an invited guest in not fit for interview for various reasons and so the show has to be ended abruptly. Consider the example below for final termination.

4.1.3.2 Termination

Every conversation has a starting point and so is the end and talk shows are not exceptions. After the predetermined number of episodes have been reached, or time limit, the host calls the show to an end. At this point, the host thanks the panelists and bid farewell to the viewers as he reflects on the topic of the show (Clayman & Heritage, 1992). This phase serves an opportunity to express gratitude to the audience and provide closure to the viewers who are following and participating on the discussion online through tweets. In most episodes, this ends with the host having a short monologue with the panelists and the viewers. an example is provided below.

Example 4.7. Economy Topic: Dreams and expectations

T1 H: P4 *thank you so much*, P3, *thank you so much and all the very best, will you wake up at 4a.m again?* P2, P1, *thank you so much* []

T2 H: *I hope you guys have learnt as much as we have here on this eve of the budget reading. Folks, it was all about dreams and expectations and aspirations, that's all it was about.*
thank you so much for being a part of this show, see you again next week.

This brief monologue brings the show to an end. The host thanks both the viewers and panelist as he reminds the viewers to tune in again during the next episode of the program. To note is that the show doesn't end abruptly, both the viewers and the panelists are prepared in time before the final termination.

4.2 Observance of Cooperative Principle Maxims

Conversational Implicatures, closely tied to philosopher H. P. Grice's (1975) Cooperative Principle, underscore the importance of cooperation in conversations through informative, relevant, truthful, and clear exchanges. There are two main types of conversational implicatures. First, Generalized Implicatures arise from the usual meaning of specific words or phrases, such as the inference that not all students arrived on time when it's stated, "Some students came late." Second, Particularized Implicatures are dependent on the context, including factors like the speaker's intentions, the listener's background knowledge, and the mutual context, going beyond mere grammatical meanings. Grice also outlined four conversational maxims that guide interactions. The second objective of the study was to determine the observance of cooperative principle maxims in selected episodes of *JKLive show* on Citizen TV Kenya. The concepts of conversational implicature were applied in the current study

to examine the adherence to or deviation from these cooperative principle maxims in the context of the *JKLive* show.

4.2.1 Maxim of Quantity

The maxim of quantity is concerned with providing an adequate but not excessive amount of information. Adhering to the maxim of quantity helps in maintaining clarity and efficiency in communication. By providing just the right amount of information, participants can avoid confusion and misunderstandings that might arise from providing too little or too much information. This maxim was violated to a great extent by participants in the political talk show *Which Way Kenya?* For example, the maxim was violated by both P1 and P2 as demonstrated in example 4.7. below.

Example 4.7.1 Politics Topic: Which way Kenya?

15 H: *I'm going to get to the signatures in a moment but first senator [] uuh let me ask you P2, nine lives lost, all that destruction today, was it necessary?*

16 P2: *First of all, I want to send my heartfelt condolences to the families who lost their loved ones, today morning, they woke up knowing that they are going to nurture their children to become engineers, doctors, but sad enough they are sleeping with corpses. It is quite a sad day.*

17 P2: *Second, I want to celebrate the teachers of this country who woke up in the morning today, went to school, risked their lives to protect our children who are in school.*

18 H: *But you saw in Kangemi what happened.*

19 P2: *Yah, I saw [] I saw teachers who were even rescuing the children []*

20 P2: *but you know exactly it didn't happen and that is why I feel very bad when my colleague degrades teachers*

When asked whether lives lost were necessary, P2 began by celebrating the teachers, and saying that is why he feels very bad when P1 degrade teachers. This is consistent with findings of numerous media studies. For instance, Helmie and Lestary (2019)

found that in the movie "Home and Away," the maxim of quantity was flouted for reasons ranging from competitiveness to conviviality, utilizing strategies like overstatement. Rahmi and Wahyuni (2018) observed in a political talk show that out of 47 utterances analyzed, 18 infringed upon the maxim of quantity, with violations serving purposes such as misleading the audience or avoiding direct answers. Similarly, Al-Qaderi and Alduais (2019) discovered violations of the maxim of quantity in a political interview, indicating a disregard for providing the right amount of information as required. In the present study, the motive was to express caution (self-protection), knowing that the teachers were tear-gassed by the government which he (P2) was apparently part and parcel of and whose action, he had an obligation to defend. This is debunked by P1 who clarifies by saying: *"This government, where he is the secretary general, where now, illegally, he sits in the cabinet, is the one that gave the orders to shoot, it is the same government that went and gassed ..."* P2 consciously violates this maxim in order to mislead the audience and save his face because of his political position.

Example 4.7.2 Politics Topic: Which way Kenya?

H: *Let me go to you first P1, you were saying`...` I mean it's a dark day, isn't it today?*

P1: *Let me first start by saying this, brick wall to brick wall leads us into a collision. The position taken up by this administration is one which should get every Kenyan worried. This is not about Azimio anymore, Raila Odinga did not go to the streets today. Kenyans are tired and that is why they went to the streets to demonstrate peacefully but they were provoked by goons hired by this illegitimate regime*

When the host asked P1 to confirm that it was a bad day for many Kenyans due to the destruction of properties and several deaths that occurred as a result of demonstrations that were primarily organized by the opposition which P1 is part of, he failed to give a clear answer instead, he gave a general opinion on what he felt was wrong and ended

up not answering the question as it was asked. The reason for this violation might have been aimed at protecting the opposition from taking the blame of what had happened.

In contrast, the maxim of quantity was observed by most, but not all the participants in the economic talk show titled: Dreams and expectations. The first participant, when asked about how he saw the budget, proceeded to address the question directly as apparent in example 4.8.

Example 4.8 Economy Topic: Dreams and Expectations

H. Kenyans across the board are talking about the budget and what it means; dreams and expectations. Let me start with you P1, of boda-boda association, I know you have close to 300,000 members here in Nairobi alone right? Hii budget unaona aje bro?

P1: This Budget is just another one. I mean, we don't know where to start. Because already even before this budget is read tomorrow, going backwards, we have already seriously been affected. Because my daily amount that I used for operation is around Ksh.400 everyday then. But today, a bodaboda rider in town here, and it even gets worse to those who are operating in the outskirts. It goes up to Ksh700, Ksh 800, and to even Ksh 1000, if you are going to operate from 6am to 6pm in the evening. Because the price at the pump is completely out of reach for the small man. ...They say 16% VAT is going to be levied on fuel. That one means we are going to buy it at around Ksh.200 per litre. It is completely unacceptable."

Observing the quantity maxim aids in achieving mutual understanding between the speaker and the listener. It ensures that the speaker provides sufficient information for the listener to comprehend the intended message without overwhelming them with irrelevant details. This was observed in the response of P2 – a Content Creator - when asked about the meaning of and what he does as a content creator:

Example 4.9 Economy Topic: Dreams and Expectations

H: When you say content creator, for people who don't understand, what do you do?

P2: Basically, I think just to explain in simple terms, a content creator is anyone who films or records anything just to post it on social media, and does that to earn a living.

By providing an appropriate amount of information, speakers can maintain the focus of the conversation, avoiding digressions that may lead the discussion astray. However, P3 – a small grocery trader (popularly known as Mama Mboga), when asked where she operated out of and what she did, provided more information than was necessary to answer the question:

Example 4.10 Economy Topic: Dreams and Expectations

H: P3. Named after my mother. What do you operate out of? And what do you do?

P3: I operate in Wakulima Market as Mama Mboga, and business has not been good. Because, before Covid, I was making 600/- and I am still making 600/- today, but cost of living has gone up. It is hurting me. Life has become hard. We are affected and everything is not okay. My plea is, what is taking us backwards as a country is demonstrations. There is nothing demonstrations brings us as Mama Mboga. It is hurting our business. And, my second plea is to Hon. Raila to accept defeat, and President Ruto to accept victory, and run the country the way it should be run. That is my plea as Mama Mboga. Every time all those protests are happening, it is hurting Mama Mboga, stock is rotting, and there is tension among customers. Overall, I would like to appeal to well-wishers and NGOs, because all these things, it is not because this government has brought it. It has been there before, then Covid happened, and the government got into other priorities. So I would like to appeal to well-wishers to intervene.”

In P3'S broader response, she provides much more information than the question directly asks for. However, from another perspective, she might be adhering to it by assuming that the underlying intent of the question involves understanding not just her occupation but the context in which it exists. Her extensive response could be seen as

making her contribution as informative as is necessary to fully answer what she perceives the question to imply. While informative and touching on relevant socio-economic and political issues, could be streamlined and focused more closely on the specific question for clarity and directness. The violation of the quantity maxim was pretty much in the political show under study compared to the economic one.

4.2.2 Manner Maxim

The maxim of manner is one of the four conversational maxims proposed by philosopher H.P. Grice, part of his Cooperative Principle, which guides effective and cooperative communication. This particular maxim focuses on how the information is presented, emphasizing the form of delivery rather than the content itself. The essence of the maxim of manner can be summarized as advocating for speakers to be orderly in their communication, aiming for clarity and brevity. Manner maxim was frequently violated by both participants in the political talk show.

In the example 4.7 earlier presented, manner maxim was violated in the same discourse whereby P2, when asked whether the loss of nine lives was necessary, instead of going straight to respond to the question, first of all began by sending condolences and appreciating the teachers who rescued pupils, without necessarily answering the question. Similarly, P1's response, particularly his use of insults like "stupid fellows," and his derogatory equation of P2 to a boy, violates the politeness aspect of manner maxim and may be seen as aggressive or inflammatory as implied in the example 4.11:

Example 4.11 Politics Topic: Which Way Kenya?

P2: Today morning, I was surprised and, go to P1's twitter handle, he was recording a video celebrating that businesses are not working. So, while his electorate, the people who voted for him are in Maasai land waiting for tourists, P1 is in Nairobi destroying the very highway that is taking the tourists to his people. P1 is celebrating and dancing on the very grave of his people who are waiting for economic liberation. And therefore H, we want –.

H: Let him respond

P1: This is why I said, next time don't bring me to debate a boy who doesn't understand what leadership is all about. H, I was in Narok, walking in the streets of Narok peacefully, and no one not even a single person was hurt. I walked across all the streets in Narok, talking to the people, and I was joined by hundreds of people who came in. The police came in and escorted me out of the town –.

H: So what was wrong? How come it was peaceful in Narok?

P1: It was peaceful because this illegitimate regime of this fellow, you know? And that is why I keep on saying, you know, the guy who is currently occupying the office of the president, he is surrounded by stupid fellows like him.

The participants in example 4.11 potentially strategically violated maxims to sway public opinion, discredit the opponent, or deflect criticism. P2's accusation against P1 could be an attempt to undermine his credibility or paint him in a negative light, especially since there was a political rivalry or disagreement between them. Similarly, P1's response potentially aimed to discredit the current government or its representatives to bolster his own image or political agenda. In addition, P1 may have intentionally violated manner maxim to maintain ambiguity or deniability. P1's vague reference to "*the guy who is currently occupying the office of the president*" could be a strategic attempt to avoid directly implicating specific individuals or making concrete accusations that could be legally or politically risky. The talk show conversation agrees with Helmie and Lestary (2019) in demonstrating violations of manner maxim, reflecting competitive and conflicting motives. It also aligns with Rahmi and Wahyuni

(2018) by illustrating violations of conversational maxims driven by reasons such as saving face and protracting answers, reflecting common motives observed in political discourse.

Manner maxim was also violated by the third participant in economic talk show by responding in an ambiguous manner, prompting the host to seek clarification. This is reflected in Example 4.12:

Example 4.12 Economy

Topic: Dreams and Expectations.

H: *Tell me. 600/- a day you make. And the daily expenses?*

P3: *Haa. It is bad. It is bad.*

H: *Tell me. Break it down.*

P3: *Flour is 200/-. Host, we are living in debt.*

H: *Flour is 200/-. Then? Sugar?*

P3: *That's 180/-*

H: *Correct. Ehe?*

P3: *A kilogram of cooking oil is 220/-*

The exemplified conversation is in line with Helmie and Lestary (2019) by demonstrating violations of conversational principle maxims, particularly in terms of clarity. When the host inquires about the daily expenses, P3's initial response of "It is bad. It is bad" lacks specificity and fails to provide the necessary information regarding the breakdown of expenses. This violation of the manner maxim results in ambiguity and leaves the host and audience unclear about the exact nature of the respondent's financial situation. Additionally, P3's subsequent breakdown of expenses lacks comprehensive detail, with only flour, sugar, and cooking oil mentioned. This incomplete breakdown further violates the quantity maxim, as it fails to provide a thorough accounting of all daily expenses. As a result, the conversation suffers from a lack of clarity and specificity, hindering effective communication and understanding between the participants.

4.2.3 Quality Maxim

According to Grice's Principle maxims, speakers should strive to be truthful and provide accurate information. This principle assumes that participants in a conversation are being honest and sincere. If someone knowingly provides false or misleading information, they are violating quality maxim. Conversely, if they lack evidence for their claims or state something they believe to be untrue, they are also violating the maxim. In the present study, this maxim was violated by both participants during political discourse. When P1 called the government illegitimate, the host asked him to clarify why, but he asks the host not to take him back there. This is reflected in Example 4.13:

Example 4.13 Politics

Topic: Which way Kenya?

2 P1: *Let me first start by saying this, brick wall to brick wall leads us into a collision. The position taken up by this administration is one which should get every Kenyan worried. This is not about Azimio anymore, Raila Odinga did not go to the streets today. Kenyans are tired and that is why they went to the streets to demonstrate peacefully but they were provoked by goons hired by this illegitimate regime.*

3 H: *Why do you call it illegitimate?*

4 P1: *I call it illegitimate...*

5 H: *He won the elections*

6 P1: *That is a subject for discussion*

7 H: *But why?*

8 P1: *Because even if we went to the Supreme Court, the Supreme Court ignored basic things. Please Jeff, don't take me there because you know what happened.*

9 H: *Why don't you admit that you did lose the election?*

10 P1: *I would never admit to that.*

11 H: *And you were at the Bomas of Kenya?*

12 P1: *Yes I was, and you aren't taking me back to that debate of Bomas of Kenya because we are here for a different debate. We are here because of all the ill of this illegitimate government.*

13 H: *You can never call this ill []*

14 P1: *I will never call it legitimate `...`and soon we will prove that it is illegitimate government the moment we hit 15million signatures, then I would []*

In the foregoing example, P1 repeatedly refers to the government as "illegitimate" throughout the conversation without providing concrete evidence or legal basis for such claims. Without substantiation, these assertions indicate violations of the Maxim of Quality. Similarly, P1's statement in line 14, "I will never call it legitimate," suggests a fixed stance without considering evidence or differing perspectives, potentially disregarding the pursuit of truth as required by the maxim. This may be explained by the fact that P1 potentially had strong political beliefs or affiliations that lead them to perceive the government as illegitimate, regardless of objective evidence. In such cases, maintaining the narrative of government illegitimacy serves their political agenda, even if it means disregarding factual accuracy. Further, emotional investment in the issue at hand possibly clouded P1's judgment and lead to a disregard for factual accuracy. Since P1 felt strongly about the perceived injustices or grievances caused by the government, this may have influenced him to prioritize expressing those emotions over presenting objective facts.

The maxim of quality was also violated by P2 when he said "*Today, Eastmatt in Kitengela, the economic hub of Maasais, was vandalized. Tomorrow morning as we wake up, 162 Maasais do not have jobs.*" This claim was challenged by P1 as inaccurate, forcing P1 to qualify that he was giving a figurative example:

Example 4.14 Politics**Topic: Which way Kenya?**

P1: *"Maasais don't work in Eastmatt. Maasais are busy taking care of their cows, not becoming shopkeepers... compare apples to apples, don't come in and compare bananas to apples."*

P2: *"This is a figurative example..."*

P1: *"It is not a figurative example. Be factual. We are not here for fiction."*

The reason for violation was to mislead the hearers.

In the foregoing example, P1's statement, *"Maasais don't work in Eastmatt. Maasais are busy taking care of their cows, not becoming shopkeepers,"* can be considered a violation of the Maxim of Quality. This statement makes a sweeping generalization about the Maasai ethnic group, which lacks factual accuracy. It overlooks the diversity within the Maasai community and disregards the reality that some Maasais may indeed engage in various professions, including shop-keeping. On the other hand, P2's response, *"This is a figurative example,"* suggests an attempt to introduce clarity and accuracy into the conversation by highlighting the figurative nature of the statement. Alsoraihi (2019) emphasizes the importance of appreciating the motives behind such linguistic exchanges, suggesting that understanding the underlying motives can provide insights into the broader social dynamics at play during conversations.

4.3.4 Relation Maxim

The maxim of relation pertains to the relevance of the contribution made in a conversation. It suggests that speakers should make their contributions relevant to the ongoing conversation, focusing on providing information that contributes to the topic at hand. In other words, speakers are expected to make their statements logically related to the current discussion and avoid introducing irrelevant or tangential information. This maxim was violated in the political discourse by P1. He was insisting on calling the government illegitimate, and claiming that people will prove it illegitimate the

moment signatures hit 15 million, at which point, the host interjects that he will get to the signatures in a moment. This indicates irrelevance of the signature collection as a supporting fact, since it was dependent on his camp gathering 15 million signatures.

This is played out in example 4.15:

Example 4.15 Politics

Topic: Which way Kenya?

14 P1: *I will never call it legitimate `...` and soon we will prove that it is illegitimate government the moment we hit 15million signatures, then I would []*

15 H: *I'm going to get to the signatures in a moment but first senator [] uuh let me ask you Y, nine lives lost, all that destruction today, was it necessary?*

In a nutshell, throughout the analysis, there were evidence of instances where participants deviated from the prescribed norms encapsulated in the Quantity, Manner, Quality, and Relation maxims. In particular, the violations of these maxims manifest in various forms. The Quantity maxim, for instance, was transgressed when participants either inundate the dialogue with excessive information or offer scant details, both of which impede clarity and understanding. Conversely, the Manner maxim is breached through the use of ambiguous language, inflammatory remarks, or digressive tangents, detracting from the coherence and directness of the conversation. Quality maxim violations emerged when participants make assertions without providing evidence or engage in sweeping generalizations lacking factual accuracy. Such actions compromise the integrity of the discourse by undermining the expectation of truthfulness and accuracy. Moreover, the Relation maxim was disregarded when participants introduce irrelevant topics or pursue lines of discussion that are disconnected from the central theme, disrupting the logical progression of the conversation.

Ultimately, most of these violations pose significant challenges to effective communication and comprehension within the political and economic spheres. The cooperative principle articulated by Grice (1975) posits that participants in a conversation typically strive to cooperate in order to achieve mutual understanding. This is achieved through adherence to the cooperative principle maxims. By straying from the established norms of cooperative dialogue, participants risked impeding the exchange of meaningful information and fostering misunderstanding. Even though violation of these cooperative principle can complicate viewers understanding and internalization of information they can also enhance conversational dynamic, prompting deeper engagement and discussion. To note is that not all violations lead to a breakdown in a communication. In the next section, the focus of analysis turns to viewers' internalization, in response to Objective #3.

4.3 Viewers' Internalization

The third objective of the study was to investigate the viewers' internalization of the observance or violation of cooperative principle maxims on *JKLive* show on Citizen TV Kenya. This section presents the analysis of viewers' internalization drawn from You Tube comments of the two episodes selected namely: Which way Kenya? (Politics) and Dreams and Expectations.

4.3.1 Viewers' Internalization in Economic Talk Show (Dreams and Expectations) P1

The common theme in viewers' tweets was praise and admiration for P1 (The chairman of Boda-boda association) in the first Episode (Dreams and Expectations). Despite being a seemingly ordinary figure, P1 was being celebrated for his intelligence, insights into life and business, and even humor. The responses highlighted the perception that

P1 possessed valuable knowledge and perspectives that are worthy of recognition and attention, possibly even more so than established figures such as P4, a Financial Consultant. The viewer's reaction towards P1's contribution indicates that they understood that his contribution was precise, direct to the point, he was truthful and also relevant and this means that they acknowledged his adherence to the maxims under the study.

Example 4.16 Comments on P1's Contribution

Topic: Dreams and Expectations

V1: P1 is fluent and knows about the effect of taxes on the economy.

V2: This boda guy is eloquent, cheers.

V3: P1, so intelligent"

V8: I support P1, he is the person who knows everything about life the way we are suffering. It is not just bodaboda people alone."

V15: P1 I really like your point send your details we appreciate you."

V23: P1 is funnier than the Comedian P2, made more business points than P4 the CEO of X. He should start a YouTube channel and P4 should hire him as their next CEO.

V31: The rate of intelligence P1 has is up there.

V34: Cheers P1, wisdom detected.

V36: P1 is Lit

V45: P3 is useless, cheers to P1 and P2, they know what economy is all about.

V75: P1 is 100% speaking what is happening in the ground for them.

V 79: P3 is wondering how P1 is making sense than him and he is the CEO.

V81: P1 is telling the naked truth, he knows what happens on the ground.

The viewers' praise for P1 on the Economic talk show indicates that he adhered well to Grice's Cooperative Principle maxims in his contribution. The viewers' internalization on the observance of the four maxims by P1 is as shown:

Maxim of Quantity: The viewers likely believed that P1 provided just the right amount of information, not too much or too little, to effectively convey his points. This can be justified by comments such as: *“P1 I really like your point send your details we appreciate you”, “P1 is so intelligent”, P1 knows what economy is all about, P1 is eloquent”*

Maxim of Quality: The viewers seemed to believe that P1 spoke truthfully and provided evidence to back up his claims, avoiding saying things he lacked evidence. The following comments justifies this: *“I support P1, he is the person who knows everything about life the way we are suffering. It is not just bodaboda people alone.”* (ii) *“P1 is fluent and knows about the effect of taxes on the economy.”* (iii) *P1 is 100% speaking what is happening in the ground for them.* (iv) *“P1 is telling the naked truth, he knows what happens on the ground.”*

Maxim of Relevance: The viewers’ comments revealed that P1 was relevant and pertinent to the topic being discussed, sticking to the point. These were some of the coments that justifies this: *“P3 is wondering how P1 is making sense than him and he is the CEO.”* (ii) *P3 is useless, cheers to P1 and P2, they know what economy is all about.”* (iii) *“P1 is 100% speaking what is happening in the ground for them.”*

Maxim of Manner: The comments suggested that P1 probably expressed himself in a clear, orderly fashion, avoiding ambiguity and being direct. Examples of the sellected comments are as follows: (i) *“P1 is lit.* (ii) *Cheers P1, wisdom detected* (iii) *P1 I really like your point send your details we appreciate you.”*

By adhering to these maxims, the guest was able to engage in a cooperative, productive discussion that the viewers found valuable and insightful. The viewers understood his

adherence to the maxims and praised him for his "perfect contribution" - he communicated effectively by cooperating the implicit rules of the conversation.

4.3.2 Viewers internalization on the Contribution of P2.

The following are some of the selected comments regarding the contribution of P2 (The comedian) in the Economic talk show (Dreams and Expectations). From the comments, the majority of the viewers showed their dissatisfaction regarding his contribution.

Viewers were able to identify the violations of several maxims as explained below:

Example 4.17 comments on contribution of P2 Topic: Dreams and Expectations

V21: P2, when you say that the saving model is best suited for families, I disagree. It depends on what your interpretation of savings is. If I cook today, and I don't have to cook tomorrow, that's time saved. Eating a ka wet fry daily, is not for the struggling my guy.... if you can afford it by all means, do it. If your goal is to save, the mboga and nyama I cook today for that 250, will give me two meals and save one day of ka wet fry....

V28: P2 you should know about economies of scale. Kes 250 can be used for 3 days by a single family person since you don't have to buy some of the items every day. But it all depends on your income level. It is ok for some and a bad idea for others.

V29: P2 is such a selfish guy, but I understand his poverty and selfishness. That is why he despise comedian X. Empty talks talk brother, stop it! don't forget your roots.

V71: They should have brought comedian X instead of P2.

P2's violations or flouting of the maxims might have led to a breakdown in effective communication, as seen in the viewers' comments expressing their discontent with P2's performance on the show.

Based on the comments, the viewers internalized his contribution as misleading, irrelevant among others, not adhering to some of the Grice's cooperative maxims as shown below:

Maxim of Quality: This maxim emphasizes the importance of truthfulness in contributions. P2's contribution was seen as misleading and insincere, this explains the viewers' negative reactions towards his contribution. The following comments elaborate this: *“P2 is such a selfish guy, but I understand his poverty and selfishness. That is why he despise comedian X. Empty talks brother, stop it! don't forget your roots.”* (ii) *“P2 talks like a dynasty who doesn't understand our problems.”* (iii) *“They should have brought comedian X instead of P2.”*

Maxim of Manner: This maxim encourages clarity and avoidance of ambiguity in communication. P2's contribution was perceived as unclear, leading to misunderstandings and frustrations among the audience which also contributed to their dissatisfaction as shown in the following comments: *“P2 you should know about economies of scale. Kes 250 can be used for 3 days by a single family person since you don't have to buy some of the items every day. But it all depends on your income level. It is ok for some and a bad idea for others.”* (ii) *P2, when you say that the saving model is best suited for families, I disagree. It depends on what your interpretation of savings is. If I cook today, and I don't have to cook tomorrow, that's time saved. Eating a ka wet fry daily, is not for the struggling my guy.... if you can afford it by all means, do it. If your goal is to save, the mboga and nyama I cook today for that 250, will give me two meals and save one day of ka wet fry*

4.3.3 Viewer's Internalization on the Contribution of P3 (Dreams and Expectations)

The verbatim responses collectively form a tapestry of critical commentary centered around P3. Through the diverse lenses of the viewers, a multi-faceted picture emerged, revealing a common thread of dissatisfaction and disagreement with P3's involvement

in the discourse. In dissecting these tweets, it was evident that the criticisms directed towards P3 span various dimensions. Some viewers questioned her comprehension and intelligence, as seen in remarks such as "*P3 needs more education*" and "*P3 has not understood that she was conned.*" These comments not only highlight perceived shortcomings in P3's cognitive abilities but also imply a sense of frustration towards her apparent lack of understanding or awareness.

Furthermore, there are implications regarding P3's integrity and sincerity. For instance, comments like "*P3 is opportunist*" and "*detection of lies in her body language*" suggest skepticism towards her motives and authenticity. These remarks insinuate that P3 may be driven by political biases or that her statements lack genuineness, contributing to the overall negative perception of her character. The viewers' internalization of P3's contribution has been analysed using the cooperative principle maxims as follows:

Example 4.18: Comments on the contribution of P3
Topic: Dreams and Expectations

V1: *P3 needs more education. She doesn't understand this 3% is not going to build roads, not for hospitals or schools. It's for building houses.*

V2: *Enyewe bado P3 haelewa bado alipangwa pole kwake*

V5: *H you didn't vet this P3. She is very confused just like the hustler government.*

V6: *P3 ni opportunist. If you know you know. But she should have just called a spade a spade not a big spoon.*

V12: *P3 is still on campaign mood, detection of lies in her body language*

V13: *How did H settle on stupid woman like this in the name of P3? I think there were better ones in the market.*

V22: *Huyu P3 ametumwa nini?*

V26: *Why was P3 on the show?*

V30: *Huyo P3 amesinya sana kwa hii interview.... Surely H,nani alikusukumia huyu????*

V92: *The conversation was great, however, P3 has ashamed us.*

V94: *P3 made me switch off. She is not well informed.*

V98: *It is not easy listening to P3, it is quite a shame.*

V112: *The lady just know about the opposition, her argument does not reflect the plight of small business vendors.*

V117: *What is P3 saying...anjua kuna potreiz mental hospital? talk facts.*

The viewers' comments regarding P3's performance on the talk show can be analyzed through Grice's Cooperative Principle maxims of Quality, Quantity, Relevance, and Manner. Each of these maxims provides a framework for understanding how the viewers perceived P3's contributions and the overall effectiveness of the communication.

Maxim of Quality: States that speakers should only say what they believe to be true and should not provide information that they cannot back up with evidence. Many viewers expressed disappointment in P3's statements, suggesting that she lacked factual knowledge and was not well-informed. Comments such as "*P3 has ashamed us, "She is not well informed, "P3 is an opportunist. If you know you know. But she should have just called a spade a spade not a big spoon, "Truly, P3 has not realized that she was lied to, I feel sorry for her, "Was P3 paid or what?"*" Indicates a perceived violation of this maxim, as viewers felt P3's assertions were not credible or substantiated, leading to a lack of trust in her contributions.

Maxim of Quantity emphasizes on providing the right amount of information—enough to be informative but not excessive. Viewers criticized P3 for being unclear and not addressing the relevant issues adequately. Phrases like "*the conversation was great, however, P3 has ashamed us*" imply that while the discussion had potential, P3's contributions were insufficiently informative or relevant to the audience's concerns. The comment "*the lady just know about the opposition*" suggests that P3 may have

focused too narrowly on certain topics without providing necessary context to the discussion at hand.

According to the **Maxim of Relevance**, contributions to a conversation should be pertinent to the topic at hand. The viewers' remarks indicate a perception that P3's comments were not aligned with the audience's expectations or the issues being discussed. For instance, "*the argument does not reflect the plight of small business vendors*" highlights a disconnect between P3's statements and the viewer's interests. Other comments like "*Why was P3 on the show? How did H settle on stupid woman like this in the name of P3? I think there were better ones in the market. What is P3 saying? P3 needs more education. She doesn't understand this 3% is not going to build roads, not for hospitals or schools. It's for building houses*" These suggests that viewers felt P3 failed to contribute meaningfully to the conversation, leading to frustration and disengagement

Maxim of Manner encourages clarity and orderliness in communication. Comments such as "*P3 made me switch off*", "*It is not easy listening to P3*", "*H you didn't vet this P3. She is very confused just like the hustler government*" reflect a violation of this maxim, as viewers found P3's delivery confusing or unclear. This lack of clarity contributed to the overall negative perception of her performance, indicating that her communication style did not facilitate effective understanding among the audience

In summary, the viewers' internalization of P3's performance on the Economic talk show reflects multiple violations of Grice's maxims. The audience perceived P3's contribution as lacking in quality, quantity, relevance, and clarity, leading to a disappointing viewing experience. This analysis illustrates how adherence to

conversational maxims is crucial for effective communication and audience engagement.

4.3.4 Viewers' internalization on the Contribution of P4 in Economic discourse (Dreams and Expectations).

There was an overarching negative reaction to P4's articulation of economic issues. For instance, a tweet critiqued what the viewer perceived as manipulative marketing tactics by P4. The tweets emphasized the lack of objectivity in the discourse. Another viewer discussed the role of taxation in encouraging or discouraging consumption, this then justifies that there was violation of maxim of Manner. P4 was not clear enough in his contribution on articulating financial discipline clearly. The viewers expressed concern that certain taxation policies, such as those advocated by P4, may negatively impact small businesses, particularly those serving lower-income individuals or "hustlers." Which signifies the flouting of manner maxim, P4 was not clear enough in his contribution, making it hard for most viewers to comprehend his point. Most of the viewers termed P4's contribution as misleading and irrelevant. This then shows that the viewers were aware that the maxim of quality and relevance, and manner were constantly being violated by P4, these violations could have been as a result of P4 using the face saving strategy to avoid negative criticism that might have come up from his contribution in line with (Caesilia 2015) findings, that sometimes interlocutors violate maxims in order to save their face. However, the viewers internalized it as an act of manipulation and lacking enough knowledge in his field of expertise. To note is that, even with the violation and flouting of some maxims, some viewers were still able to infer and understand what P4 meant, even adding more on his contribution. This is in line with Grice's (1975) emphasis on the belief that even with the violations or flouting of

the maxims, the listeners are still able to infer to what the speaker mean because of their shared knowledge. Examples are provided below:

**Example 4.19: Comments on P4's Contribution Topic:
Budget and Dreams**

V13: *What good marketing by P4...I sympathize with the real hustler. They are told it's their fault they can't manage their finances. The state is effective in driving the agenda; for P3 protests are retrogressive ... the ruling government is still an infant, so it should continue sucking up our money while keeping safe custody of the same. No objective comments can be made here.*

V19: *Hi H. A good Tax system should encourage consumption. P3 is advocating a case where those who sell food to hustlers will close shop and starve.*

V24: *People should be interested in increasing ones income rather than just cutting costs. This is not the government's job. Set own budgets and live within them, save some, invest in providing more small services to increase income etc. Such is not government and taxes but your responsibility.*

V38: *I love the centonomy guy, he is realistic and practical, we need more people who are honest.*

V89: *P4 is guilt tripping us for no reason*

V93: *Is P4 here to lecture us or discuss the finance bill.*

V96: *H bring back P4 to give us further incites.*

V101: *P1 made more business point than P4 who is an expert in that area.*

V103: *P4 is giving GOK freedom, personal responsibility is the key, no, he misses the point. P1 is real.*

Even though P4's contribution was characterized by so many negative comments, a section of tweets agreed with his contribution and termed them as factual (adhering to quality maxim) and that people need to get more Education in his field so as to manage their finances well and avoid blaming the government on their inability to plan themselves well. Generally, the conversation was termed as mature and one that so many would look forward to listen to again in future. Most maxims were observed in this conversation especially maxim of quality and quantity as compared to the political

talk show. Most violations were seen to have occurred in P3's contribution and that's why most comments were centered towards her contribution with the viewers questioning her reasons for being present in the show. The finding shows that viewers were able to tell the adherence and violation of the cooperative principle maxims, with others being able to infer to what the panalists meant even in cases of violations.

4.4 Viewers' Internalization in Political Discourse. (Which way Kenya)

The political talk show involved two participants (P1 and P2). The common theme in viewer tweets was admiration and support for P1. The responses expressed admiration for P1's intelligence, eloquence, and assertiveness. They praised P1 for his debating skills, knowledge of the topic, and ability to articulate arguments effectively. However, there was a sense of contrast between P1 and P2, with many comments suggesting that P1 outperformed or outclassed P2 in the talk show. There was also a strong sentiment of frustration with the current state of affairs in Kenya, with some viewers criticizing the government and expressing a desire for change which they expected P2 to address as well but he could not due to his position in the government. P2's violation of the maxims could have been as a result of his position hence striving to save his face with no consideration to what the viewers would take out of it. The admiration of P1 could have been as a result of the viewers feeling that P1 was relevant to the topic of discussion hence adhering to the maxim of relevance, he was truthful hence adhering to the maxim of quality, clear in his argument hence adhering to manner maxim. The following were some of the comments, with the analysis of the observance discussed after the comments.

4.4.1 Viewers' Internalization towards the Contribution of P1 in Political

Discourse

Example 4.20: Approval of P1 Topic: Which Way Kenya?

V1: *Bravoooooo Our Brave/ Intelligent/ Senator P1, Kenya needs many leaders like you. Our Son/ Our Leader/ Our Brother. We love love soooo very Much Our Senator, God Protect you Sir"*

V2: *The real leader we want in this country P1.*

V7: *Very wise and eloquent man big up P1.*

V8: *P1 is very angry ...I like how he is asking P2 questions on who teargassed children in school.*

V10: *P1 is very factual and straight to the point. the articulation is dope.*

V13: *I hope the president was on transmission watching this and taking notes from the people because P1 was very factual, big up to him.*

V15: *P1 you are great, you did very well in the way you debated this boy whose stomach has been fully fed by money stolen from the people of Kenya.*

V17: *Logic used by P1 is too deep for P2 to understand.*

V24: *P1 tell them the truth tumechoka nao"*

V28: *P1 you have nailed it. you are point.*

V63: *P1 is factual. I like how you are answering P2.*

V68: *P1 today you have made me to shift officially on your side, you are very correct because you are standing by the truth.*

V73: *P1 is a man and he knows what he is saying. I love him.*

The viewer's tweets regarding P1 from the talk show reflect a strong belief that he adhered to several maxims of the cooperative principle. Here's an analysis based on the sentiments expressed in the tweets:

Maxim of Quantity: This maxim suggests providing the right amount of information—neither too much nor too little. The viewers appreciated P1's ability to present factual information succinctly, as seen in comments like "P1 was very factual

and straight to the point" and "P1 you have nailed it" which indicate that he provided sufficient detail to support his arguments without overwhelming the audience.

Maxim of Quality: This maxim emphasizes truthfulness and the need to provide information that is believed to be true. The viewers' comments, such as "you are standing by the truth" and "P1 is factual," suggest that they perceived P1 as credible and honest in his statements. His ability to challenge P2 with factual inquiries, like asking who teargassed the children, reflects adherence to this maxim, as he was seen as providing truthful and reliable information.

Maxim of Relation: This maxim relates to the relevance of the information presented. P1's responses were seen as pertinent to the ongoing discussion, particularly when addressing issues affecting Kenyans, such as corruption and governance. The viewers expressed their support by stating, "P1 tell them the truth, we are tired of them," indicating that they found his contributions relevant to their concerns about leadership in Kenya.

Maxim of Manner: This maxim involves clarity and order in communication. The viewers praised P1 for his eloquence, describing his articulation as "dope" and noting that "the logic used by P1 is too deep for P2 to understand." This suggests that P1 communicated his points clearly and effectively, making it easy for the audience to follow his arguments.

In summary, the viewers' tweets reflect a strong appreciation for P1's adherence to the cooperative principle's maxims, particularly in terms of providing relevant, truthful, and

clear information during the debate. This effective communication style likely contributed to their support and admiration for him as a leader.

4.4.2 Viewers' Internalization towards the Contribution of P2 in Political Discourse

Example 4.21: Comments on P2's contribution Topic: Which Way Kenya?

V3: *So nobody is gonna talk about H taking P2's side and getting him more time to speak. But you can never stop a star from shining. P1 still came out clean. He is smart, knowledgeable and owned it. Definitely also won it.*

V18: *P2 is shaking, and words can't come out of his mouth.*

V20: *P1 please educate that boy P2*

V22: *Ask P2 if he is being paid for attending cabinet meetings which he is not part of. I don't know why H considered him for this debate. Big up P1.*

V25: *P1 seems new to politics, it felt like he was given some training by God knows who, on what to say, listening to him is boring, no clue, no solution no brains, no nothing and very petty and childish.*

V27: *P2's body language tells it all. He I panicking.*

V29: *True, P2 is playing the saint. He is a great pretender.*

V31: *It's on record, P2 sternly warned and asserted that they are set deal with the opposition.*

Now what's being sugarcoated? Your previous words imprison you. Why not listen to the citizens voice?

V40: *P2 thought by coming in a suit and tie he would intimidate P1.*

V48: *A grown up boy being educated on what is happening on the ground. kudos to P1. P2 doesn't have facts and the same things with other government leaders, lies.*

V50: *P1 was right in calling P2 a boy, he debates like a boy.*

V60: *P1 has no point, disband him and let him go to sleep.*

V71: *P2 keeps on interrupting yet he sounds so emps*

The viewer's tweets regarding P2's performance during the conversation indicate that he did not adhere to Grice's maxims of the cooperative principle. Here's an analysis based on the sentiments expressed in the tweets:

Maxim of Quality: This maxim emphasizes the importance of truthfulness and the necessity for statements to be backed by evidence. The tweets suggest that P2 was perceived as lacking factual support for his claims, with comments like "P2 doesn't have facts" and "he debates like a boy." This indicates a failure to adhere to the maxim of quality, as he was not providing truthful or verifiable information.

Maxim of Quantity: The maxim of quantity requires that contributions to a conversation be as informative as necessary, without being overly verbose or providing insufficient information. P2 was criticized for being vague and lacking substance, as seen in statements like "no clue, no solution no brains, no nothing." This suggests that he did not provide enough relevant information to support his arguments, thereby violating this maxim.

Maxim of Relevance: This maxim states that contributions should be relevant to the topic at hand. P2's comments were seen as off-point or unrelated to the main issues discussed, with viewers describing him as "boring" and "petty." The remark "Why not listen to the citizens' voice?" implies that P2 was not addressing the concerns of the audience, which is essential for maintaining relevance in a talk show.

Maxim of Manner: The maxim of manner emphasizes clarity and order in communication. Tweets such as "P2 keeps on interrupting yet he sounds so dump" highlights that P2's communication style may have been unclear or confusing, contributing to a perception of him as panicking or lacking composure. This suggests a failure to present his arguments in a clear and orderly manner.

In summary, P2's performance during the debate was perceived as flouting/ violating the maxims of quality, quantity, relevance, and manner, leading to a negative reception from the audience.

4.5 Summary of the Chapter

The chapter presented and discussed data collected from selected *JKLive* talk show in line with the three objectives presented. The first section of the data analysed the structure of conversation in *JKLive* talk show as guided by C.A. The analysis revealed a distinct framework of *JKLive* comprising of an opening, body and closing. This finding converges with earlier studies done in this area (Rui & Ting, 2014). This structure facilitated the flow of dialogue and engagement among participants. The host allocated turns among the guests with few instances of self selection. There were some instances of communication overlap with the host repairing the flow of the conversation. Overlaps were highly witnessed in political discourse compared to economic discourse where the guest took turns mutually. The opening majorly consisted of a monologue delivered by the host as he introduces the show and the guest, with the body delving deep into the conversation and finally the closing where the guests gave in their final opinions as the host ends it by thanking the viewers and guests.

The second part of this chapter analysed the observance of cooperative principle maxims as guided by Grice's (1975) theory of Conversational Implicature. The analysis highlighted several instances of violations, suggesting that, while the talk show format aims for clarity and relevance, the guests occasionally violated and flouted these maxims for various reasons, ranging from saving face, humor, provoking thoughts, misleading the viewers among others. Most of the violations led to misunderstanding among the viewers, however, not all violations led to miscommunication as majority

were able to infer and understand the flow of the communication because of the shared context and background (Grice, 1975).

The last part analysed the viewer's internalization of the observance or violations of cooperative principle maxims. The analysis showed that viewers were able to recognizing the violations with most understanding the reasons for the violations.

CHAPTER FIVE

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

5.0 Introduction

This research examined Conversational Implicature within sampled episodes of the *JKLive* talk show on Citizen TV Kenya. The objectives were: to describe the conversational structure of selected *JKLive* show, to assess adherence to the cooperative principle maxims during these episodes, and to explore how viewers perceived the adherence or breach of these maxims. The study utilized a descriptive research design, employing judgmental sampling to select relevant episodes. Two one-hour episodes were chosen for conversational data analysis. Data collection involved audio and video recordings based on naturalistic observation of the talk show, which were then transcribed for linguistic feature of text identification needed for the study. Analysis was guided by two theories: Conversational Analysis by Sacks, Schegloff, and Jefferson, (1960s- 1970s) to examine the overall organization of the talk show which is in line with the first objective, and Conversational Implicature by Grice (1975), which examined the adherence to or deviation from cooperative principle maxims in line with the second objective. One hundred comments from the *JKLive* episodes selected for the study were purposively selected to address the third objective. The findings are summarized in this chapter, from which conclusions and recommendations are subsequently drawn.

5.1 Summary of the Findings

The findings of the study are summarized for each objective as follows:

5.1.1 Structure of *JKLive* Talk Show

The first objective of the study was to describe the structure of conversation in selected episodes of *JKLive* show on Citizen TV Kenya. Results revealed that the structure comprised of opening, body, and closing segments.

The opening segment of a talk show serves as the initial hook for viewers, aiming to capture their attention and set the tone for the discussion to follow. Typically, it begins with the host introducing the topic, providing background information, and introducing the panelists. While this structure is generally followed, there is room for variation depending on the episode and its specific dynamics. Regardless of the format, the host acknowledges the audience's presence and encourages participation, often through social media platforms. The opening phase culminates in the host posing the first question to kick-start the conversation, setting the stage for the ensuing dialogue. (Clayman, 2010; Montgomery, 2007).

Following the opening segment, the talk show transitions into the body, where the main discussion unfolds. This phase involves the host interacting with the panelists, allocating speaking turns, and navigating the conversation to explore different viewpoints. Audience interaction is integrated, allowing viewers to contribute questions or comments. Commercial breaks are strategically placed, and the host regulates the duration and structure of the interaction. The smooth running of turns depends on the topic and panelists, with minimal interruptions observed in some discussions (Hutchby, 1992).

As the discussion reaches its conclusion, the talk show enters its closing segment, signaling the impending end of the program. This phase involves a pre-closing sequence where the host prepares for termination, thanking the panelists and highlighting the

significance of wrapping up the conversation. The closure is deliberate, ensuring a seamless ending and leaving a lasting impact on the audience. By employing various signals and techniques, the host successfully brings the conversation to a close, fulfilling the objectives of the talk show. (Montgomery, 2007; Mwai 2018).

5.1.2 Observance of Cooperative Principle Maxims

The second objective of the study was to determine the observance of cooperative principle maxims in selected episodes of *JKLive show* on Citizen TV Kenya. Grice's four conversational maxims were utilized as guidelines for interactions, with the study aiming to assess compliance or deviation from these maxims. Results indicated greater incidences of violations than observance.

The maxim of quantity, which emphasizes providing an adequate yet not excessive amount of information, was investigated within the political talk show "Which Way Kenya?" Instances of this maxim being violated were noted, particularly when participants offered either too much or too little information, resulting in confusion or misunderstandings. Conversely, in an economic talk show titled "Dreams and Expectations," adherence to the maxim of quantity was generally observed, with participants providing suitable and pertinent information to maintain mutual understanding and clarity.

The manner maxim, which focuses on the delivery style in communication, was frequently breached in political discourse. Participants often veered away from addressing questions directly, resorting to ambiguous language, inflammatory remarks, or off-topic discussions. Similar violations were observed in economic discourse, where some participants responded ambiguously, lacking clarity and specificity, thereby impeding effective communication.

The quality maxim, advocating for truthfulness and accuracy in communication, was also violated in political discourse. Participants made claims without evidence or engaged in sweeping generalizations lacking factual accuracy. Economic discourse similarly saw violations, with some participants making unsupported assertions, undermining the integrity of the dialogue. This maxim was highly violated in the Political discourse as compared to Economic discourse.

The relation maxim, concerning the relevance of contributions to the ongoing conversation, was ignored in political discourse and minimally in Economic discourse, particularly when participants introduced irrelevant topics or pursued disconnected discussions. This disruption in the logical flow of conversation posed challenges to effective communication and understanding within both political and economic contexts. The researcher has noted that while violations of Cooperative principle maxims can often result to misunderstandings in a talk show, they do not always lead to miscommunication. There were several instances where violations didn't hamper the communication. The interlocutors had mutual understanding and also the viewers were able to infer the intended meaning with an exception of violation of maxim of quantity that might have confused the listener because its violation doesn't necessarily imply an alternative meaning.

5.1.3 Viewers' Internalization of Observances and Violations

The third objective of the study was to investigate the viewers' internalization of the observance or violation of cooperative principle maxims on *JKLive* show on Citizen TV Kenya. Results showed that viewers were able to recognize the violations of cooperative principle maxims. They talked about truthfulness (quality), relevance (relation maxim) and clarity (manner). Their context awareness that is the background

knowledge about the talk show format, the personalities involved and the typical conversational norms allowed them to detect the violations.

Responses to certain participants in the talk shows exemplify observance of the cooperative principle maxims, particularly the quality maxim, and relevance maxim. In both the economic and political discourse, viewers overwhelmingly praised and admired both P1 from economic and political discourse for their intelligence, insights into life, humor etc. This admiration reflects the viewers' perception that both the P1 possess valuable knowledge and perspectives worthy of recognition and attention. Through their tweets, viewers conveyed a clear appreciation for their contributions without ambiguity, adhering to the quality maxim by acknowledging and celebrating genuine insights and intelligence and also their relevant points.

However, viewers' responses also revealed instances where the cooperative principle maxims were violated, particularly the quality, relation and manner maxims. In the economic talk show, criticisms directed towards P3's contribution and P2's contribution in Political discourse represented the violations of the quality relation and manner maxims. Viewers questioned P3's comprehension, integrity, and relevance to the discussion, suggesting doubts about the truthfulness, sincerity, and suitability of her contributions. On the other hand, P2 in political discourse got the same reactions. Viewers were able to tell his violations of quality and relevance maxims, equating the violations to lack of intelligence, saving the face and not being relevant to the discussion. In conclusion, viewers were typically adept at recognizing when cooperative principle maxims are violated and observed. Their understanding being shaped by context, cultural norms and their active engagements in the talk show.

5.2 Conclusions

Conclusions are drawn for each objective as follows:

5.2.1 Structure of *JKLive* Talk Show

The foundation of the *JKLive* show lies in its structured format, comprising three distinct segments: opening, body, and closing. This structured approach suggests meticulous planning and organization behind the scenes, ensuring a coherent flow of content throughout the program. The opening segment serves as the initial hook, where the host introduces the topic, panelists, and sets the tone for the discussion. Meanwhile, the body segment is dedicated to the main discourse, featuring interactions between the host and panelists, as well as audience engagement through questions and comments. Finally, the closing segment signals the conclusion of the program, with deliberate efforts to wrap up the conversation seamlessly.

A notable aspect of the *JKLive* show is its emphasis on audience engagement. The host acknowledges the viewers' presence and encourages participation, often through social media platforms. This inclusive approach not only fosters a sense of community but also ensures that the audience feels actively involved in the discussion. By soliciting input from viewers, the show cultivates a dynamic exchange of ideas, enriching the overall viewing experience.

Central to the body segment of the *JKLive* show is the interaction between the host and panelists. This phase involves the allocation of speaking turns, exploration of different viewpoints, and the navigation of the conversation. The host skillfully moderates the discussion, ensuring that diverse perspectives are heard while maintaining coherence and relevance to the topic at hand. Such collaborative dialogue not only enhances the

depth of the discourse but also promotes mutual understanding among participants and viewers alike.

5.2.2 Observance of Cooperative Principle Maxims

Grice's four maxims - quantity, manner, quality, and relation - provide guidelines for successful communication. The study revealed that the maxim of quantity was frequently violated within political discourse on the *JKLive* show. Instances were noted where participants offered either too much or too little information, leading to confusion or misunderstandings. This was particularly evident in the political talk show "Which Way Kenya?" where participants' contributions often lacked the necessary balance, hindering effective communication.

Similarly, the manner maxim was found to be frequently breached in both political and economic discourse within the *JKLive* show. Participants often veered away from addressing questions directly, resorting to ambiguous language, inflammatory remarks, or off-topic discussions. These deviations from the expected manner of communication impeded clarity and mutual understanding among participants and viewers.

The quality maxim, advocating for truthfulness and accuracy in communication, also faced challenges within the *JKLive* show. Participants in both political and economic discourse made claims without evidence or engaged in sweeping generalizations lacking factual accuracy. Such violations undermined the integrity of the dialogue and eroded trust among participants and viewers.

Lastly, the relation maxim, was frequently ignored in political discourse on the *JKLive* show. Participants introduced irrelevant topics or pursued disconnected discussions, disrupting the logical flow of conversation and posing challenges to effective communication and understanding.

5.2.3 Viewers' Internalization of Observances and Violations

Viewers' responses to the *JKLive* show offer valuable insights into the impact of adherence to or deviation from cooperative principle maxims on audience perceptions. The responses revealed a discerning audience that recognizes both adherence to and deviation from cooperative principle maxims. Particularly, viewers expressed admiration for some participants, praising their intelligence and insights, which aligns with the quality maxim. However, instances of criticism towards other participants' highlight violations of both the quality and relation maxims. These criticisms often questioned the depth of understanding or relevance of participants' contributions, indicating an incisive assessment of participant involvement.

Viewers' responses reflected their internalization of cooperative principle maxims, particularly the emphasis on genuine insights and relevance within the conversation. While positive feedback demonstrates adherence to these principles, criticisms highlight deviations that challenge the perceived quality and coherence of participant contributions. Understanding viewers' responses in light of cooperative principle maxims provides valuable insights into how audience perceptions are shaped by the adherence or violation of these fundamental communication principles on the *JKLive* show.

5.3 Recommendations

The study highlights the importance of adhering to Grice's maxims for successful communication within political and Economic discourse on the *JKLive* talk show. By addressing violations and challenges associated with each maxim, participants can enhance the clarity, coherence, and effectiveness of their communication, ultimately fostering greater understanding and engagement among participants and viewers alike.

The host's role as a moderator is crucial in ensuring that the conversation remains coherent, relevant, and respectful. By navigating the discussion and allocating speaking turns, the host promotes mutual understanding among participants with differing viewpoints. This moderated dialogue helps prevent conflicts and fosters constructive exchanges, contributing to a more informed and nuanced discourse. In accordance with Grice's maxim of Manner, the host could establish clear guidelines for respectful dialogue at the beginning of each episode, emphasizing the importance of listening attentively, refraining from personal attacks, providing accurate information, and allowing others to speak without interruption. This would create a conducive environment for constructive exchanges and promote mutual understanding among participants.

The combination of structured format, audience engagement, and moderated dialogue ultimately leads to an enhanced viewer experience. Viewers are more likely to find the show informative, entertaining, and worthwhile, which can lead to increased viewership. To adhere to Grice's maxim of Quality, the show could strive to provide accurate and reliable information to viewers, fact-checking claims made by participants during discussions and correcting any misinformation in real-time. This would ensure that the content presented is trustworthy and enhances the overall credibility of the program.

5.4 Suggestions for Further Research

The study only analyzed two episodes of the *JKLive* show, which may not be representative of the entire series or reflective of the diversity of conversations that occur on the show. This small sample size may not capture the full range of conversational dynamics present in the show. Further, the use of judgmental sampling

may introduce bias into the selection process, as episodes deemed "more relevant" to the study were chosen. This could potentially overlook important conversations or perspectives that are present in other episodes of the show. In addition, the analysis of conversational implicature and observance of cooperative principle maxims is inherently subjective and open to interpretation. Different researchers may analyze the same data and reach different conclusions based on their theoretical frameworks and biases. Lastly, while viewer tweets were used to gauge audience reactions to the observance or violation of cooperative principle maxims, only 100 comments were selected for analysis. This small sample size may not adequately capture the diversity of viewer perspectives, and there may be limitations in the representativeness of the sampled comments

The retrospective identification of these limitations provides impetus for future research extension. Accordingly, future research could benefit from analyzing a larger and more diverse sample of episodes from the *JKLive* show on Citizen TV Kenya. Utilizing random sampling methods could help reduce bias and ensure a more representative selection of episodes for analysis. Additionally, considering episodes from different time periods or featuring diverse topics and guests could provide a more comprehensive understanding of conversational dynamics on the show. Secondly, conducting longitudinal studies over an extended period of time could help track changes and trends in conversational dynamics on the *JKLive* talk show. By analyzing multiple episodes over time, researchers can identify patterns, shifts, and recurring themes in conversation structure and observance of cooperative principle maxims, providing valuable insights into the evolution of communication practices.

Lastly, the host plays a very crucial role in the talk show in term of turn allocation and questions. Several tweets have indicated the biasness of the Host during the interview, indicating that he allocates more time and supporting other guests when they are unable to answer the questions well. In regard to this, there is need to investigate the politeness strategies used by the host to ensure the smooth running of the show. These strategies will help in ensuring that there is minimal violation of maxims. Continous violation of maxims such as maxim of Quality, Manner and Relevance could be one of the reasons why people are losing faith in media, terming it as bias and full of rumors.

5.5 Summary of the Chapter.

The summary of the findings, the limitations, the conclusion, and the directions for further study have all been covered in this chapter. All the objectives findings have been thoroughly outlined, and every finding conclusion and limitation of the study has contributed towards the recommendations for further research.

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APPENDICES

Appendix I: First Episode: Dreams and Expectations. (Economic show)

You-Tube Link: <https://youtu.be/vOPD-UPnAXc?si=qfFBj-5KHEU69nbm>.

H: Good evening and welcome to *JKLive* on Citizen Tv Kenya, my name is Jeff Koinange and you are watching *JKLive*. Tonight, a week after the proposal of the new budget, we want to talk about what this new budget means to Kenyans. What is your view? Share your questions or comments, what do you think? Start tweeting @koinange jeff @citizentvKenya or SMS 22422 #JKL. We have Kenyans from across the board talking about what this budget means to them. On the very far end, have got P1, he is the chairman of the boda-boda Association, right next to him is P2, he is a content creator, right next to him is P3, she is ‘mama mboga,’ and right next to me here is P4, he is the C.E.O of Centonomy.

Kenyans across the board talking about the budget and what it means; dreams and expectations. Let me start with you P1, of boda-boda association, I know you have close to 300,000 members here in Nairobi alone right?

P1: Yeah, sure.

H: Hii budget unaona aje bro?

Gloss: What’s your view on this budget brother?

P1: Aaa, this budget is just another one (.) I mean, we do not know where to start because already even before this budget is read tomorrow, going backwards, we have already been seriously affected. Jeff ev ery single day a bodaboda rider wakes up in the morning, dash to their areas of operation, and before the hike of the fuel, there was a time when we were actually buying it at around ksh 127 (.) we were already affected because my daily amount that I use for operation is around ksh 400. (.) But today, a bodaboda rider in town here, and it even gets worse to those that are operating in outskirts, it goes up to around 700-800, (.) even ksh 1000 if at all you are going to operate from 6 am- 6pm in the evening because the price at the pump is completely out of reach for the small man.

H: It is ksh 182 now right?

P1: It is.

H: And it’s gonna go up even more

P1: They’ve said 16% is going to be levied on fuel that one means we are going to buy it at around ksh 200. (.) ksh 200 per liter? It is completely unacceptable. I don’t

know whether the president has good plans, and because you remember Jeff, the bodaboda and mama mboga was the epitome of the campaign for the president (.) and we've not seen really the reward for those people that really formed that government.

H: Hold that thought there, P1, P2, what is content creator for people who don't understand, what do you do?

P2: Aah, basically I think these two just to explain in simple terms, a content creator is anyone who films or records anything to post on social media and does that to earn a living. (.) So we have a variety of content creators like comedians, fashion bloggers (.) we have travel vloggers, so it is a whole new industry that has everyone in it (.) we even have doctors who create content and post on media. So that's a whole new ecosystem

P2: Personally I'm a stand-up comedian and a creative director and currently I'm creating a comedy series that ran online called a nurse-toto and I also run digital online media which focuses on pop culture and just news basically.

H: Is it paying? Does it pay bills?

P2: Makes sense because it keeps growing every year.

H: But for you, do you make money? (.) are you comfortable?

P2: Yeah, that's what is sustaining me...currently,aah I think after COVID it became the main thing that we were doing,because we were doing comedy on stage,we were organising events and people used to come to these events,then all over sudden the country was shut and and we could not do events anymore .So were creating content and posting online,luckily enough we started generating income from this social platform and also started attracting cooperates in a way that we were able to sustain our livelihood,and it grows bigger because behind every content creater there is a team that is working with them,there are writers ,there is a camera man,there are editors.So this is a whole new industry.

H: Absolutely, P3, named after my mother Nyambura, welcome, what do you operate out of, and what do you do?

P3: I operate in wakulima market, mirikiti, kama mama mboga, na biashara haijakuwa mzuri, juu before covid, mimi nilikuwa Napata mia sita kila siku, hadi sai napata mia sita na maisha imepanda...

Gloss: I operate in Wakulima market located in mirikiti as a vegetable seller and the business has not been doing well, because before covid, I used to get Ksh 600 and until now I'm getting Ksh 600 while the cost of living is high,life has become hard,we are affected and everything is not okay.And my request is,what is taking us back as a country is the protests,The protests are not helping us as mamamboga in anyway,it is

destroying our business .And I would like to request honourable Raila to accept that he lost,and also remind the president that he wone the elections and let him push on the country the way he is supposed to.That is my request as mamamboga,because the moment all these things are happening ,we are loosing our products and customers.And I would also like to tell the well wishers and the NGOs to chip in and help.

H: P4, when you hear the folks here and the plea of the people, imagine if it is tough for people like us, what it is like for them.

P4: If we are going to find success around our finances, we have to start with awareness, we have to... so that is at that level [] I mean if we are not aware but for me I always share this example, when I became aware of our spending and this is what I'm allowed to share with my wife and [] we discovered like 12years ago that we were spending more on take out of food than our rent, middle class Kenyans can we talk to them, we were spending more because it was two hundred Kenyan shillings, and I thought it was a middle class problem until a couple of days ago, we were training the vendors for one of the FMCGs, so they are on the street, I don't want to mention the company, but we were dealing with vendors on the street and we were asking them, so what do you spend on the day and they said in the morning, I usually get a cup of tea, and at how much?

thirty bob, then, at about 10 am we get some fruits at 50, at Lunch you see... At lunch ...how much you buy lunch.

P3: Seventy to Eighty

P4: At 4 o'clock porridge, by the end of it, most of them were spending ksh250 on food per day at their work place but they were not aware of it because they were not writing it down

H: That is ksh 1000 a week...wow

P4: So if we can't take responsibility for our own money, we can complain all we want to the government but will never get out of it. Because Jeff, I train also senior executives, we are called in by some of these companies and hey, this is a senior executive earning six or seven figures and they are still in debt, why? Because they can't manage their money.

H: I need to talk to you on the side []. P1 let me go to you, do you still ride bodaboda?

P1: Yes I do

H: What's your route

P1: My route is (.) I actually work within central business at the CBD and we don't have specific routes for bodaboda

H: What time does your day start?

P1: Around 5:30 in the morning

H: What time does your day end?

P1: At around 12midnight [] so that I can go home with something because it doesn't make sense going back home at around 6 in the evening because by evening you have already paid all the bills, you don't have anything

H: So on a regular day? []. How much are you taking home?

P1: On a regular day, for a motorist that works all those hours, actually it is more than 15 hours, we take home around 2k.

H: After fuel expenses?

P1: 2K is the money that is in my pocket before any deductions. Now let's start by subtracting the amount for fuel, the fuel at the pump is around 800 shillings now you remain with 1200 shillings, now 1200, utoe, for those guys that are still hiring motorcycle, subtract 500 shillings for those guys who still don't own motorcycle, so you will remain with around 700 to 800 shillings. This 700 shillings now you start budgeting with it [] and you don't eat because motorists do not eat nowadays.

Gloss: Two thousand is the money that is in my pocket before any deductions. So let us start with fuel, the fuel at the pump is around 800 shillings now you remain with 1200 shillings, on 1200 shillings you deduct 500 shillings for those guys that are still hiring motorcycle, so you will remain with around 700 to 800 shillings. This 700 shillings you start budgeting with it [] and you don't eat because motorists do not eat nowadays

H: What do you mean?

P1: Yah, ile kitu unafanya, unachukua miwa, unakula miwa ya 30 shillings. You survive, kwa sababu it is better for you to survive so that ukule home na watoi.

Gloss: Yeah, so we buy sugarcane worth ksh 30 and survive with it inorder to be able to share a meal at home with your children

H: A sugarcane worth 30 shillings, how long do you chew it?

P1: You see you are on a bike you don't use a lot of energy walking. [] it is really hard.

H: Si kama mtu wa mjengo?

Gloss: Not like a man working at the construction site.

P1: For us, we only survive on one meal per day. We just tell the kids to meet us at home. And it is good thing that the governor came up with the feeding program at school.

H: Ok, unamaliza kazi midnight, sasa utafika kwa nyumba saa ngapi? [] na unatuma mtu na chakula nyumbani ama?

Gloss: Okay, you finish up at midnight, so at what time do you do you get to the house? Or you send someone with food?

P1: Yes, maana ikifika 6, simu ndio hizo zishaanza kuingia, tutakula?

Gloss: Yes, because at 6 p.m. you will start getting phone calls about what they will prepare for supper.

H: Tuma kakitu?

Gloss: Send something.

P1: Yes, in fact nowadays, we don't even buy maize flour worth 200 Shillings. Tunaenda kufanya ile rogerego ile ya kusiaga, because it is too expensive even to buy the one which goes for 200 shillings. We actually channel a line at the poshomil so that you can buy the one that goes for a bit cheaper kidogo.

Gloss: Yes, infact nowadays, we don't even buy maize flour worth 200 shillings. We go to the poshomill, because it is too expensive to buy the one that goes for 200 shillings. We actually channel a line at the poshomill so that you can buy the one that goes for a bit cheaper price

H: Na hiyo ni ya just leo, ni ya leo tu?

Gloss: And that's a meal plan for a single day?

P1: We don't have a plan nowadays Jeff to budget for the entire week or a month. You only budget for a day. The money that we make every single day can only be used for a day, for tomorrow will take care of itself. Nowadays you try to connect so many things so for you to earn a living. It is very tough for someone in Nairobi because you pay house rent, school fees and other bills. It is very very difficult. You, see their is something in bodaboda that so many people do not know, this field that I'm the head has yield so many people, it has employed various people, there are those that sell spare parts, there are mechanics that repair our bikes, when it becomes very difficult for me, it is double tragedy for those that are doing mechanics in interior parts. Because if I do not take my motorcycle then they can't earn a living. Life is very very hard, the guys in government when they are actually making policy that are going to be pushed down our throats, I'm praying to them that they be a bit extra carefull, because nowadays people wake up asking themselves how it will be throughout the day. But it is a bit considerate to those guys that are in county for instance the governors are in charge of counties and they have reduced tax because if you are taxed by national government and double

taxed by county government then you have nowhere to run to. You are completely finished. You see?

H: Yes, P3 I saw you nodding, are you okay? You are agreeing with Some of these things, right? Things are tough yeah? Explain to us, tell us.

P3: Yeah, ni kubaya.

Gloss: Yeah things are not good

H: And you have been in this business for 20 years?

P3: Yah, 20 years in marikiti, na kumekuwa kubaya since 2019. Hakuna kitu imerudi vile ilikuwa, things are so bad. I wake up every day at 3 am and that is my life. Na unaskia ile pesa napata? So hiyo pesa unajaribu kuigawa haigawiki. Na sasa ile kitu mimi nilikuwa ninaomba, juu bado hii serikali ni changa, hii mswada ninajua itapita 100%. Sisi kama mama mboga ile kitu tunaomba kama ni hospitali tupate dawa, kama ni barabara tutungenezewe, kama ni shule kukuwe na vitabu. Tunaomba kama mama mboga, kama mahali niko sokoni itengenezwe, hiyo pesa itumike vizuri.

pesa iwe tu taxed na haitumiki vizuri. Tunaomba president, iwe kuna watu wataangalia hiyo pesa vizuri isitumike vibaya. Hiyo tu ndio tunaomba. Tunajua itapita na tunajua mtoto hazaliwi tu na akatembea, huyu mtoto atatembea saa hizo hata hakuli, unajua mtoto ukizaa unamnyonyesha tu, so ndio tunajua huyu mtoto ni wa UDA, hii serikali mpya ndio ananyonya, akule na atembee, tunajua hii serikali at the end of it itafanya mambo mzuri na kila kitu itarudi back to normal. Lakini kwa sasa, pesa yetu ichungwe vizuri

Gloss: Yah 20 years in Marikiti, and things have not been okay since 2019. Things have not gone back to the normal state, things are so bad. I wake up every day at 3am and that is my life. And you've heard the money that I earn. So that money you try to budget with it and it becomes imposible. So what I was was requesting for, because we all know this government is still young, I know this bill will be passed. We as mamamboga all we are asking for is that, please, let there be medicine in the hospitals, let the roads be built, and for schools, let there be books. We ask as mamamboga that let the market be built.

H: P2, how is your normal day? Give us a sample.

P2: My normal day starts at around 7 am. I go to the office where we run a creative agency, meet some of my people and try to look at the day before in terms of how it was and have an idea on how to plan our next shoot through it differs. Some days we are planning on what to shoot and somedays we are shooting fully and our shooting starts from 6am to around 5pm. There are days that we take a rest because that is how it is. You might take Monday to Wednesday planning and shoot on Wednesday only and Friday take a rest and even the weekends.

H: And payment, do they pay regularly or it depends?

P2: I think our industry flows with the way other industries are flowing because our income is from marketing, because how we earn from platforms are based on the number of adds that runs within your content. How we earn from cooperators depends on how they market or push your product or service. So that is also affected with how people are spending. I remember towards holidays like Easters or December, we usually have a spike in spending and you will find corporates spending around that time? It fluctuates, we do not have a consistent pattern in income but there are times when we call it a dry season for the industry where mainly when we call it a dry season for the industry where mainly when you are going for the next quarter of the year, you find that most companies are trying to look their budgets for the next quarter of the year.

H: Let me ask you something, usually when you get paid right, there is withholding of 5% tax right?

P2: Yeah, when a client pays you for doing an influencer marketing job and they pay you 100,000 shillings, they withhold 5%, you will get 95k.

H: And with the proposed budget they will raise it to 15%, right? which is not going to happen now hopefully, right?

P2: Yeah, I saw the news today it is going to be 3% and that is the area that I feel there is confusion because from the beginning, I feel like they didn't involve the content creators directly to know the exact thing that has been happening in regards to tax. Because when cooperators pay you and you get your earnings from advertising or in your projects, they deduct 5% and when you run a company that invoices on your behalf, they put VAT as their obligation. so the 10% has been there. This offers 15% or 3% we do not know where it applies exactly. Was it going to replace the withholding that has been there or was it a new thing? I figured out that maybe when they were doing the calculation they were doing it based on YouTube earnings and Facebook which is yet to commence. Because when platforms pay you, they, deduct some money from overseas. so, it is up to you now to fill that. No, I in fact like this 15% was to come at this pace, when YouTube pays me, maybe they deduct the percentage and now the government takes 3% and now we go back to the taxes that have been existing.

H: Now that is so confusing, P4 you see that?

P4: Look, the government has to collect tax this we all agree and I think where there is an issue in this scenario is a bit of education idea of withholding taxes is that they are collecting in advance, so there is a cash flow issue. Advance then we can come back to it later. because I think there is more clarify that comes in there. It, if you do not mind for a second, I think I will not appoint hanging and I did not mean that we should not eat lunch, drink tea and have uji at the office, I think that is important, they are key, but I was thinking, for the same 250 shillings that we were discussing earlier, if you bought the unga yourself, to cook porridge and have some tea at home and carrying it, maybe you invest in a small thermos and carry to the office, there can be some saving in that aspect, and often, come on we are Africans, and at whatever level you do not cook just

enough there is usually a little bit left, you can be able to carry something into the office, that is what I meant if you don't mind.

P2: I think you need to help me understand this, because now I have tried all formulas, I used to feel like I was spending so much when buying takeout food, because I used to have a joint that used to appear like my house, so now wet fry beef used to be my favorite going at 250 shillings and now comes with some greens and ugali, now I want you to explain how I can buy meat greens, cooking oil and the rest at 250 shillings and also time, if I were to prepare this at home, so. When do we draw the lines of saving when you are cooking at home and takeout, or is there a takeout that now make sense because I am sure that when you are spending so much on takeout, maybe your lunch was 1 thousand shillings.

P4: No, it was exactly that 250 shillings that you were saying.

H: Here at citizen television, hope you guys are getting educated as we are on the eve of the budget reading folks to talk about dreams and expectations. P1 here to represent the bodaboda associations, P2 here to represent content creators, P3 is here to represent the mama mboga, imagine that, P4 is a financial expert, he is the CEO of Centonomy. In the break were talking about this thing called turnover tax which is part of the budget. They said 3% and I think they lowered it for the people earning 500,000 to 15,000,00 which involves all these people here, they will be required to pay that turnover tax. (.)

P4: Now, I am not sure about that, I believe it is a way individual companies doing that level but I think we will probably get a few more tax experts coming in to help you with that and the understanding around it. What I want us to understand is that tax is a fact of life

H: Absolutely, and we are not disputing that but only three million of pay taxes (-)

P4: And we have given our views, if it passes it passes if it doesn't it doesn't. What we have to do is to become creative and that is what we were saying before the break and P1 was asking I can't cook and it's so expensive.

H: And it takes time.

P4: And he was saying it works for a family, P2 how many guys do you work with at the office?

P2: At the office uh...

H: Plus minus

P2: Okay on a normal day the ones that are present at the office are 12 but there are ones that...

P4: Is that not a family?

P2: That's a family

H: Someone should cook for twelve people

P4: Yes

P2: And my supper they should...

P4: They cook food for you there and you carry home.

P2: But you said something when we were on the break. Maybe I should focus on me (laughs)

P4: No I am saying...what I am trying to say is, you are a family

P2: Let's say...

P4: If you said what we did, did we find the guy, we were talking about employment, we found a chef, there are many chefs there on the street who are looking for work hire, that guy to cook for you guys

P2: For the office I can agree we use to buy lunch and it was very expensive for them.

P4: Don't buy lunch...

P2: But individual supper now

P4: That's what I am saying, as a team say we are now a family, so all of us have to eat

P2: Yes

P4: If we hire this one guy and we purchase food that he is going to cook, we all agree on what we are going to eat, if everyone agrees on the menu, you will reduce your cost. What I am trying to say is; if we sit back and say the problem is outside.

P4: Government help me, my family, I didn't go to the right school, if we stay at this level we never move forward and so thank you to everyone who is giving them the position on this thing but once it passes what are we going to do and that is what I am here to challenge because we can't talk all we want about taxes, we can talk all about the economy, we can talk about this but, I was shocked, let me talk to the bodaboda team; if I may because one of my cousins is a bodaboda rider and I was asking during the day when you are sitting there what are you doing and at that time, he was like; so we are waiting for customers and I said that's an amazing job for him, I don't know what it's like for the others cause if I sat at the office and waited for the customers to come to me, I will never get anything, I am sitting here Jeff in the

middle of the night, why? because I am looking for customers, I need to be able to move the message out so that there is growth so ever for my cousin I challenged him when you are sitting there is there, are there business in your corner while looking to get some work done, have you gone and asked?

H: Like I said this is...

P4: Exactly there is a sense in which we are waiting for everyone else to help and I was challenging my cousin; I told him it may be different to others and I was telling him don't want to go and look for that one.

H: P1 go on

P1: Have you managed the or maybe one of this fine days you have used the service for uba taxi or uba bodaboda because for us we used to do manual bodaboda but, eh... the but they say changes is like a rest, it comes you embrace it, so we also eh... the online way of actually doing boda. The reason why they say the government saidia sisi is because these guys are from uba and whenever they've been allowed by the government to come and move their operations here most of them are coming from Europe they are not here and the platforms they have given us which have been

embraced by so many Kenyans for us to use their services eh, they actually charge us another tax which they call commission which is 25% for every trip so if for instance today I carry someone from CBD to Westland and I charge two hundred shillings on two hundred shillings they will deduct 25%.

H: This is ubber not motorbike.

P1: Hii ni uba, 25% which is eh, you go there and subscribe eh...with your bike and you get their platforms they only give you the app the wear and tear is for your rider, fuel ni wewe rider all the taxes ya county is you the rider so you see all these 25% how does the government come in to caution the normal rider so that this guy don't take the entire 25% back to the Europe and help us because the only thing we need to keen on being in business and the government needs really to hear on this people because wanafanya most of the accidents there you are seeing today, the other day actually reading the government eh, eh, eh 5% of GPD goes to accidents which wanafanya kulingana na vile nilikuwanaangalia ni 350,000,000,000. The reason why this accident keeps on increasing involving bodaboda and eh, the small cars hizo ni uba tu.

H: Yes

P1: This guy is on phone...

H: Looking for directions.

P1: And you know very well men...it is said they cannot multitask, so you are on the steering wheel, at the same time you are on the phone you are looking at the directions. you can...

H: You will not even see a car in front of you ...

P1: Yeah you will not even see that car approaching, before you realize you are in a ditch, it's because people are stressed, watu wako na stress

H: And they also lack insurance.

P1: Yeah and they also don't have insurance, people are working 24 hours because it is very hard now the other day I got a message from school that this time prepare very early, your children are coming back home early before the end of the term, reason being, you've not either paid school fees or the school cannot keep your child in a boarding school because the government has not released funds to school, it's very difficult now the other day coming back from issues of mambo health remember ile pesa tulikuwa tumebakisha yangu ya bodaboda, around six hundred shillings which food is here kila kitu; everything and all things iko hapa

H: Na hujakula

Gloss: You've not eaten?

P1: And with that we have not included the medication for the children. Jeff we are being told to pay five hundred shillings to NHIF most of the hospitals today are got you go to the hospital for medication, they are asking us this very funny questions; are you a civil servant? when they are taking us many they don't ask us whether we are civil servants when we go to the hospitals we are told we cannot cover you unless it is in-patient

H: Si uko na NHIF

Gloss: You have NHIF right?

P1: Yes, you have the NHIF but you cannot be treated, they are in-patient now unless you select the hospital but you are also asked this question; are you a civil servant? the government when they are taking our money is there a way they can follow up and see whether we are getting services for ours. Jeff it's practically outside there we are not getting service for our money we pay all your money we pay but still suffering that's why the other day the governor did an over hold of a hospital board ya mama Lucy hospital because people are dying there, you pay all your money but you are not getting service very same person that is toiling from morning to evening to get this same money.

H: Everyday?

P1: Every single day

H: P3 do you agree?

P3: Yes

H: Inakuanga hivyo huko

Gloss: Are things like that there?

P3: Inakuanga hivo venye amesema, vile inakuanga unaulizwa wewe ni civil servant na ukitoa pesa huulizwi swali yeyote mpaka huyo a admitiwe ndio nitakusaidia, hiyo ni ukweli kabisa amesema kitu ingine nimeongezea hapo amesema, government lazima iangalie pesa zetu vizuri ninaweza sijui kama nitavuka mpaka mipaka lazima ningesema hospitali unaona vile imefanyiwa Mama Lucy nafikiri karibu hospitali zote labda Kenyatta ibaki wako tu service poa there way of doing things iko tu sawa lakini hizi hospitali zingine utalia mmh...

Gloss: It works just like that, they ask you if you are a civil servant and if you give money they don't ask anything until they admit the patient. He has just stated facts and I want to add on this that the government must take care of our money. I don't know whether I'll be crossing the boundary but I would love to say that what is happening at Mama Lusi Hospital should be checked. Maybe Kenyatta Hospital is the only public hospital that offers better services. But these other hospitals... no.

H: Ki vipi?

Gloss: How?

P3: Like in Mathare mental Hospital, ukienda hapo utaratibu is confusing, hakuna utaratibu. Nimeenda hapo siunajua watoto wetu wamekuwa on drugs so ukipeleka on drugs wako hivyo daktari ni mmoja na wako wagonjwa wametoka na ujue ni hospitali moja tuko nayo ya mental health the whole country, so watu wametoka Meru, Isiolo, kila mahali na daktari ni mmoja wakiwa wengi ni wawili.

Gloss: Mathare hospital is confusing, there is no care, I have been there as you know our children are on drugs, so when you go there, you only find one doctor with many patients, as you know, we only have one mental hospital in the country. You can imagine people from Isiolo, Meru and all over the country with only one doctor.

H: Kwa hivyo wataongoja siku nzima?

Gloss: So they'll wait for the whole day?

P3: Eeh, hata sai utapata kuna watu hapa na environment si kama hivyo yaani unaskia ndiyo hospitali kubwa Kenya nzima si Kenya nzima, East and central Africa lakini the environment ni kama hospitali iko Murang'a

H: The complaints are legitimate; you are taxed, you pay through your nose and you don't get the services

P4: Uh, let's say this and I know that I am not here to be the advocate for the government let me say this I am also a citizen and I receive the services just like them and you said if the roads are not working the poor service and whatever level if you are paying two hundred shillings at the tank you are in trouble, business is difficult and that's true but imagine that healthcare actually happens; one doctor is there or the two

hopefully we'll get more of them and I love that attitude of saying please make sure that the money is being managed well. it's a problem at all levels I know I feel like. I hope you people are feeling like I was attacking you about your money I was just challenging us cause all of us are struggling and if I can manage my home I can manage my business then they'll be pressure to manage even within the government that is what we are trying to do as a nation if there is no cash coming in then where do we hire teachers, where do we hire the doctors and problem that we have been having just let me state it clearly as if money is leaving and going in the wrong way if we cannot address the corruption issue we will always be in this cycle and those economies that have found ways to break through are the ones plug all the new poles .Now,a huge shifts in our life time let's be honest, is the movement towards digital payment services,where its no longer your meeting one person we hope that in the back end nothing is going on but it helps them now, am not having to do the smooth transactions wherever you go to get services in those places so if we can embrace that and be I guess grateful for those small shifts they are good but we have still a long way to go as a nation; we have to plug those hooks

H: P2, tell me something

P2: Yes I think one of the things we must be keen on is enabling work environment or certain industries because when they said something about content creation and that conversation was hot we tried to raise this issue of we want to understand the ideas behind tax,the idea behind all thing of the budget and we were asked a very simple question; how do you enable your industry and make enough to also be able to pay tax and to be able to sustain yourself and we were like these are our issues and that even the other day I was privileged to meet the president and the MD for youtube the google team and we were asking for certain things that when enabled we can be able to make more money.Okay there are some that have been anabled already,others are in the process , this act increase will increase our income to a certain level. It becomes easy to enable us to sustain ourselves and even to be able to navigate around to pay the tax that...uh is happening so I think enabling certain environments is also key.

H: But some of these guys, let's admit P2, some of you guys content creators you live large we see you on social media man, you know you are those guys mnafly kwa helicopters, hizo doo mnatoa wapi?

P2: That is now content creating.

H: Hapana

Gloss:no

P2: And that's show biz...

H: Hapana hiyo si content

Gloss: No that is not content

P2: Jeff I know you personally, I know you had a Mercedes Benz you bought that maybe I am your friend I want to do something with that Mercedes ben, I come to Jeff, you give me that Mercedes I shoot something oh inaitwa kile kipindi kinatrend na hii kitu si yangu

H: Si yako?

Gloss: Its not yours

P2: It's a show, me I am doing a show, yes kuna zile zenyewe watu wamezinunua ukweli hiyo iko sawa but that's part of our work is show, that's how we make our money.

Gloss: It's a show, me I am doing a show, yes, there are some that people have bought for real that's okay, but that's part of our work, our work is show, that's how we make money.

H: Na kudisplay doo kwa social media zinatokanga wapi

Gloss: And where does displaying money on social media come from

P2: Those are settings so most of the time ...

P1: Anasema hiyo ni ya mafuta.

Gloss: He has said that is for oil

P2: I am at work so what I am saying I'll keep on doing that and eh when it is enabled to make more money we have no problem that's the same thing we are mentioning if she makes ...eh six hundred per day and maybe akienda pale kwa soko kuna fee analipa kwa soko, kuna pesa ya usafi kuna nini if that environment is enabled then she takes home a huge share of the money,haikatikii pale kwa kazi.He is a bodaboda rider, eh sawa request ni kidogo eh barabara ni mbaya aende polepole nini if that environment is enabled then the money he makes become enough so, so that's me point if we might not have a miracle for increasing eh for sustaining what we have now but if we enable the environment, we can make enough to be able to do a lot of things

H: I am on Jeff, we are gonna take another short break, when we come back we are gonna talk about mwisho wa mwezi ikifika

H: P3, mwisho wa mwezi ikifika...baas aya

Gloss: P3, what happens during end month.

P1: Landlord anangoe mlango.

Gloss: The landlord removes the whole door.

H: We are having a conversation on the eve of the budget reading, we talk about dreams and aspiration and expectations I tell you these are genuine expectations; genuine dreams these are genuine thoughts we get the magic war when we get back...in the

meantime keep tuning at Koinange Jeff at citizen tv the hash tag #JK LIVE. JK LIVE takes a break...we will be back.

H: JKLIVE here at citizen television, here with some great Kenyans am telling you: P1 representing boda boda association, P2 representing content creators, P3 representing mama mboga, and P4 CEO of centonomy financial analyst I tell you this conversation on the eve of budget, this is the that we need to have because a lot of you I am sure are suffering. P1 you we're telling us early that ikifika mwisho wa mwezi

P: At end month now you start planning, which language will you use to talk to the landlord cause some landlords have even come out with new ways of asking for their money, at the end of the month he either removes the iron sheet on the roof or ...

H: Anang'oa mlango

Gloss: He removes the whole door.

P1: Anang'oa mlango

Gloss: He removes the whole door.

H: Your front door??

P1: Of course

H: Alafu

Gloss: And then?

P1: Because sasa there are some people with rent debt H, two three months they have not paid, what he takes to the landlord are cinemas, stories, to tell him to wait for some money that the tent is to receive from a person he delivered goods to and he is yet to pay.

H: Inakuja...inacome

Gloss: Its coming its coming

P2: So those stories keep on going and going until the landlord says this guy now his medicine is kung'olewa mlango

H: Anang'oa mlango

P2: Yeah Jeff these things are happening in the estate it's happening huko kwa slums

H: Na mabati huko kwa roof?

Gloss: And the iron sheet at the roof?

P1: If he removes the iron sheet and it begins to rain, you give priority to the rent ya huyu jamaa and I actually understand some of the landlords it is very difficult let me

address what the president talk about the other day akiwa sherehe ya Madaraka. The president said he wanted to launch an electric bike.

H: They are coming by the way they are at the coast

P1: I actually spoke to one of the guys who have already have that bike and they are telling us they have eh...what they are actually working on right now is the infrastructure. Because the bikes we have to charge them ,and the amount of they are using to charge is around 180 to 200 shillings na full capacity and the battery takes you for about 100km now that will be a game changer for our industry because if I can actually... if am covering 100km per day or even 120km and I use 200 shillings to charge the battery cause what you do is go there and do a swaping of the batteries at the swap stations. You just go and swap and then you are given another one within five minutes, and then you actually leave for your daily business. If the president can zero rate, I was actually seeing something through the screen but they have zero rated oh...the solar also battery and the electric bike also if they can actually do that we are ready to shift from this fuel and enabled bike to electric one so long as they can also assure as hatutapigwa na shock mvua ikinyesha

(everyone laughs)

P1: We are also fearful hatujui itakuwaje

H: Unaweza chapwa na shock bana

Gloss: You can be electrified.

P1: Upigwe shock maybe mvua inanyesha kuna electric shock na remember ni 100%

Gloss: You can be shocked by the electric bike when it is raining, and remember the charge is 100%

H: Correct

P1: You be thrown up together with the customer. Jeff becomes a totally different ball game. so if I am spending around 700,800 shillings

H: On fuel

P1: On fuel

H: So now is 200 charges umesave 6 hapo.

P1: You will have saved 600 shillings, so I don't know if this was the thing the president was talking about during campaign that as long as you earn some cash we should not be choosy of work, because if that 600 can come back to my pocket then we say at least he has done us good, because that's where we are having a problem all our money goes to multi nationals those that are giving us loans here to buying at around 170,000shillings ikiwa cash during the time of Kibaki, Jeff we used to buy bike at around 60,000 because it was totally zero rated completely and bike was not taxed now

if there is no other job the president is giving the youths let him invest? so much in training so that our people can be trained properly so that there could be reduction of accidents on our roads, number two, let him zero rate bikes so that he can employ more of us people. Now am thinking of training my wife bike because they were retrenched during this period of COVID na hawajapata job.

H: Mpaka leo

Gloss: Upto date?

P1: Upto today there is no company that is hiring in fact every companies are laying off workers they are saying the tax is too much. The other day you saw a company in Limuru hiyo ya bata wanasema they are laying off so, wanafanya reduction so I want to train my wife ajue kuendesha naye pia amange huko mtaani mimi nimanage huku tao

H: Kabisa

Gloss: Exactly

P1: Alafu jioni tunagawa budget

Gloss: And then in the evening we will split the budget.

H: P3 serikali ilikuwa ya campaign ya hustlers yaani mama mboga

P3: Yes

H: Na watu wa bodaboda

Gloss: And the riders

P3: Yes, so hii serikali ni ya mama mboga na ni yetu na sisi ndio tuliweka kuwa mamlaka ni bidii yetu. ile kitu niliomba serikali hizi affordable houses zitafikia mama mboga aje na conversation yetu sokoni tunaulizana affordable houses zitatufikia aje sisi kama mama mboga hii serikali hizi vitu inaambiana itatufikia aje

Gloss: yes, this government is for mamamboga, it is ours and it is us who put is in place, and one thing I would want to ask the government, how will these affordable houses reach mamamboga. And in our conversations in the market, we are asking ourselves how will the affordable houses get to us.

H: Hivyo ndio mnaulizana

P3: Hivyo ndio tunauliza utaratibu wa mama mboga kufikiwa na affordable houses juu tumezingojea tumejaribu tukaita investors, tumefanya vitu vingi sana kabla hizi vitu hazijakuja tukijaribu kutafuta hizi affordable houses boma yetu tumejaribu kila kitu lakini hatungeweza ku qualify juu boma yetu walikuwa wanaitisha mia tatu na seventy kupata nyumba so ninauliza utaratibu wa hii serikali kufikia mama mboga juu sasa vitu

zinafanyika Kenya zinafanyika lakini kufika huko kwa grao jam inakwama mahali so ground hakufikiki so tunaomba serikali itatufikia mama mboga aje

H: P2 niambie ikifika mwisho wa mwezi kunakuanga na hamu kweli

P3: Jesus ni kubaya, ni kubaya na si kupretend na hizo story kila mtu anakwambia nimekatiwa stima juu sasa hizi story unaona sasa sisi saa hii tuna ndio wakati season yetu imeingia you can imagine from January hakukuwa na chakula Kenya. Tulikuwa tunatoa vitu sasa ndio zimeanza kuingia a lot of things, Kenya hakuna vitu vingi vinatoka nyingi zinatoka Tanzania.

P3: Chakula Kenya hakuna, mingi inatoka Tanzania

Gloss: There is not enough food in kenya, most of the food comes from Tanzania

H: Ni bei gani

Gloss: At what prize

P3: Ikitoka Tanzania ni cheaper

Gloss: If it comes from Tanzani it is cheaper.

H: Cheaper??

P3: Yes sasa kama Tanzania tulikuwa tunauza elfu tano na Kenya tunauza elfu kumi ungenunua nini, kama viazi

Gloss: In tanzania we used to buy potatoes at five thousand shillings, while in kenya it was ten thousand shillings

H: Ningenunua ya TZ

Gloss: I could have bought it from Tanzania

P3: Ungenunua ya TZ so Kenya hakuna viazi, hakuna chakula lakini sasa hivi vile mvua imenyeshwa imeshuka na kila kitu imeanza kutokea so I believe hii mvua ikiendelea hivi hadi mwezi wa tisa nafikiri mtoto atakuwa ameanza kukula

Gloss: Yes, you could have bought the one from Tanzania, so there is no potatoes in kenya, there no food stuffs in kenya, but as at now since the rainy season has begun, I believe if it continues like this till the end of the ninth month, figuratively the child would have now began eating.

H: Na rent yako

Gloss: What about your rent.

P3: Rent ni stress juu lazima tudanganye, ni ukweli na si siri na si mim peke yangu ni kila mtu, hiyo ndio imekuwa maisha yetu ya Kenya lazima uambie landlord kuna pahali nilisupply vitu na hao watu wamesema watanipea mwisho wa mwezi, watalipa

next week, check imebounce ata karibu kuenda utafute cheque fake ukuje umdanganye ni kubaya, yaani si kupenda unasukumwa

Gloss: Rent is very stressful because we have to lie, its true and its not a secret and its not me alone its everybody. That has now become our lifestyle as kenyans, you must tell the landlord you supplied some goods somewhere and the customer promised to pay at the end of the month, we'll pay next week, or lie that the check has bounced, sometimes you might even want to look for a fake cheque, is not that we like doing that but we have to.

H: Na stima na maji na kadhalika

Gloss: What about elcricity bills water bills etc

P3: Na wewe ndio kila kitu

Gloss: And you cater for everything alone

H: (Laughs) Its tough man, it is tough

P4: It is tough across the body boarder because you are saying even that landlord has a loan at the bank, who is chasing him at the bank with the...what does he do uh even the employer that you are talking about the business that you are saying we are fighting to stay alive

H: Yeah

P4: Am given an example we as a company our entire business was to trained people physically in groups and that's what we are doing. I still remember 13th March 2020 President Uhuru came on the television and said all people learning is finished no classes. Us business was deadly. Sundaywe spoke to the founder, Monday we had a consultant in the office. The first day I heard the thing called zoom the whole team was brought into the place and we told every single student we were gonna tell them we are learning virtually and if we didn't make that move at that point

H: You'll be finished

P4: We will be dead, the company will be dead and so everybody will be adopted

H: Company way out

P4: Exactly and what I love about listening to the discussion is that each one of those wonderful people here is an entrepreneur at heart because they are problem solvers. So you were saying entertainment now can't have it in a whole now come watch me video here. You are saying looking at it and you are saying that if I can find an elective bike, my life is gonna change and that the attitude that is going to move this country forward because these not people that sit and wait for a solution from somewhere... you are steering solution before you raise it in this place. the attitude of being a problem solver just like eh... I love those watchmen in us estates, I used to think he was not being paid

well, let me just be honest at this time they were being paid 13,000, you can imagine and that is before they have been taxed.

H: Its twelve hours right??

P4: He is working for twelve hours so this guy realized he cannot survive so he came and he said he counted the cars in the estate and he said if I can wash he just gets one deal to wash the car once a week he doubled the income within a period because now he was not just sitting there and sleeping at night he would wash one car and sleep afterwards but at least he had made an extra 200 bob of what we are talking about here if we just become the solutions to our problems and not wait for solutions to come from somewhere else but Jeff the other thing we have to move away from in this country and I pray that the government is paying attention to it. and you guys were talking about environment matter we have to move away from the self-employment to entrepreneurship

H: What's the difference

P4: So if you are employed what you make is what you eat. If you are an entrepreneur you are building a business that generates profit and this is one of the things that when we are training business owners now it is a big issue because even I didn't know this Jeff I went to university and for some reason this you pass along there were never understood the fact that I am a business owner profit it is not my money this is the difference between a business that starts in the western other places in a business profit it is not your money if I am an entrepreneur I can make my own money in three ways I either pay myself a salary so I become a coast to my business I take a dividend I know these are terminologies. It is important first to understand take a dividend which is not profit it is a portion of the net profit at the end of the year and the third way business. I make my own money from my business if I sell my shares and you are seeing money flowing in this continent like never before ...why, because this is what you are talking about now this is growing in Europe has slowed down in China, Asia and west America has slowed down what's the growth economy so why does you think all that money is here cause they are seeing suddenly people have money in them pocket to buy music to do all those things first of all you have a phone in your pocket so it is time for us Kenyans to take advantage of that market because everyone is looking at it in they are coming here because they are seeing this is where growth is happening so if we don't educate ourselves on how businesses work we will continue to complain that all these ideas are coming from Europe and they are repatriating their money let make some money stay here

H: PI

P1: Let me ask something Jeff, the government can we actually have a scenario whereby we have a government that runs the talk that when you say something you completely go down to the ground and make sure that what you say is what is on the ground because like for instances Jeff people, people are going through difficult time, for instance what he said instead of buying food, cook at home, people have nothing to cook so even when you say cook at home you cook what? You have seen some people are carrying sufurias...they look like they are demonstrating but are also trying to paint the true picture at home, they have a sufuria but they have nothing to cook because the price of commodities have gone high, nothing absolutely, we want to ask the government and I have heard that the price of maize flour has dropped to 150 shillings but if you go to all these supermarkets you won't see any maize flour that goes for 150 shillings.

H: Haijafika?

Gloss: Its not there yet?

P1: There is nothing you get there, you fail to understand whether the government owns them, own supermarkets, the time we use those maize flour, they are written not for sale, then you hear the deputy president Riggie G saying maize flour 150 tunapenda anavyosema hivyo juu anatupea hope na I don't think this time is the time to give us hope it's time for reality, an hungry man is an angry man. This country will burn if we allow our people to reach that level where they are completely hungry and we still give them hope instead of giving them food. If people have been laying off I was trying to imagine a scenario where me as a rider I am not earning something imagine the person that does not have a job, when he wakes up in the morning he looks for a person that can give him just a small task of carrying water to peoples houses. The small task that you can atleast get paid for are not there because if you used to give someone the job and then give him 100 shillings, and the water is like a kilometer away if you can actually go for the water yourself you can save 100 shillings, he has taught us the direction of saving and he is laying off people from their jobs because someone needs that 500 to carry water for people to their houses.

H: Atapata

P1: There is someone watching now and he has seen, I can do this myself and the other person will not get anything, that would increase in places we stay, there is no security the level of crime has gone so high H, people are being stabbed everyday huwezi toka ata hiyo asubuhi mapema vile mama mboga alikuwa anazungumza anatoka saa tisa

H: Utapigwa ngetta

Gloss: You can be robbed.

P1: Utadungwa kisu, utapigwa getta they will flood everything you have ata simu ambayo tunatumia kupata nayo job na sasa sisi kama saizi most of our riders suffer something when they are doing them job you carry a stranger most of the clients that we carry are strangers, we don't know them anakupea job kumbe amekudanganya unampeleka wapi ukifika huko nayeye yeye ako hapo nyuma most of the time wanasimama nyuma yetu atoe wallet akutolee doo, that guy ata yeye anachukua gun so you have to choose your life or your bike and we have many of our riders and their means of life.

Gloss: You will be stabbed, they will flood evrything you have even the phone that you use to get the orders and us riders we always suffer from that, when doing the job and you carry a stranger, of course most of the time, he tels you to take him somewhere, on getting there, ashe is behind you so that he takes out the wallet to pay you, he takes out a gun instead, so you have to choose your life or your motorbike and we have lost many of our riders and their means of life.

H: P2 you met the president the other day. Did you get the chance to talk about how things are on the ground?

P2: Yes, but mostly within my industry and how it can be enabled, because I see even [] I see just the point of empowering the society, so personally I raised what we are facing which [] and this being a new economy and it has its own issue which are mainly on the monetization...that is about how we make money on these platforms and how the reduction is made on the platform and how to give us all futures like the western countries, the priviledges they have on these platforms, if we can have those priviledges we are at 70% which means in the next one or two months we will have all features platform offer, I am waiting for that because you know with that I can be able to cater for my team well and I will be able to survive with what we do, also I am looking at the wider picture for all other industries because yes we will be enabled to make what we want but if life is tough on the other side maybe buying food like what we need then also it will be solving the problem. As I was reading some article, then I saw it was a worldwide crisis post COVID, things were covered in different countries, we have countries that the inflation rate is so high the dollar versus the shillings so I just hope once we pass these fierce things we will get back to normalcy because we also live in places where people take advantage of things, they will raise prices and try to explain to people and maintain on that level even after things have settled. This entire crisis of finance and economy, I just feel like we go to work and just work at your home

H: To your home

P2: Yeah

H: P3, sorry you were saying before, you have a lot of hope in the future

P3: Yes with the government

H: Uko na hopes na government

Gloss: You have hopes with the government.

P3: Sa unajuae rais wetu ni mtu wa kuskia na kutenda mimi naeza toa hiyo ushahidi kuna wakati nilipatana na yeye wakati alikuwa anaomba kura na tukaongea hizo maneno za CRB na wakati aliingia kwa power the first thing he did ilikuwa ni ku implement hizo mitaratibu zote na alikumbuka kama anawakujia mama mboga na akenda akafanya kitu mama mboga amemwambia najua hii...I have faith

Gloss: You know our president is someone who listens and does as per our needs, I can testify about that, there was a time I met him during his campaigns and we talked about the issue of CRB, and when he got the seat, the first thing he did was to implement what he promised. And I still have faith in him.

H: Hapo sawa

Gloss: Nice

P3: Hapo sawa

Gloss: Nice

H: Huyo ni rais wa hustlers

P3: Kitu tu ningeomba pale sokoni kwetu kuna vijana, watu wanatoka nyumbani hadi sokoni, vijana wanashuka kutoka makwao hadi mahali wametoka hadi sokoni. Huko sokoni kuna watu wanabeba mzigo without capital so wakati wamefika huko wanakuwa desperate hakuna kazi so pombe inaingia sokoni so sijui Riggie G atafanya nini na huko sokoni haiuzwi vile inauzwa, inauzwa na vibuyu kama uji. So waweza fikiria uji ndio inauzwa.

Gloss: The only thing I would request for is that there are some youths in the market, the young men there help us in carrying the goods in the market, and the pay is too low and they are desperate for work. The work there is not enough and some of them become idle and now start getting themselves into drinking. So I don't know what the deputy president can do about that. And in the market the drinks are disguised like porridge, they are put in the containers where porridge is normally put.

H: Na si uji

Gloss: And its not porridge?

P3: Na si uji so hiyo maneno ya Riggie G tuko nyuma yake kama mama mboga juu amesema tunataka atumalizie hii pombe. Hii ni ombi ya kila mama

Gloss: And its not porridge, so we are supporting the deputy president's agenda as mamamboga and we want him to get rid of the brewed drinks.

H: We are gonna get a feedback let's take a look at it. the housing thing was a real controversial thing

P4: It was the biggest issue...was selling the idea

H: They didn't say it very well and there was no clarity on what it means to people, also the lack of choice so I mean it was they are trying something new I don't know let's see here it goes

P3: Give them a chance

H: Yeah give them a chance tweets coming in so fast and thick. as we wind up P1 I am with you, let us talk about mwisho wa mwezi mambo ni magumu right about relatives wako ushago na you know mwisho wa mwezi whenever during the month wanakuitisha hey bro wewe ndio pay slip yao

P1: That is the rich guy he gives everyone some small cash, let me tell you Jeff, place that money somewhere I can say even if it's small but it has helped us, we normally survive, especially Jeff you take a loan from one app, when the deadline reaches to take another loan from another app to repay the other one, like for instance you'll take fuliza, when the deadline reaches you take hustler fund you pay fuliza, and then take mshwari to pay for fuliza, it rotates like that we are operating like that because now it's difficult 600 you cannot survive and you have a family in Nairobi so it is more of a challenge with that hustle you see usipolipa within the time given they are increasing mimi nilianza when it was 500

H: Sai imefika wapi

Gloss: What amount is it at the moment

P3: They gave me a limit of sh 500 it is currently at sh 2500

H: Ooh hustler fund?

P3: Unachukuwa ukilipa

Gloss: You take it as you pay

P3: Nachukuwanga nikilipa hiyo kidogo imetusaidia kwa sababu hiyo 2500 ungetoa wapi hakuna saizi hakuna hata wale watu tulikuwa tunakopeshana you know we used to have zile chama za stage

Gloss: I usually take it and pay as soon as possible, and it has helped because there is nowhere else I could have gotten that money, since the places we used to take small loans are no longer there.

H: Yeah

P3: Mtu anakuambia yeye hawezi kuwa kwa chama ama because I don't have that money the only amount that I have ni ile inasaidia my family so you borrow here to fix there

Gloss: Someone tells you they can't be in a sacco because they don't have that money, the only amount that they have is the that which sustains their family, so you borrow here to fix there.

H: So you are constantly in debt.

P3: Na maisha saa hii you cannot survive if you are not in debt that's why you see watu wanalipa loan hata wao wakona deni even the president rules the country in debt that is surviving on debt sasa weve utasurvive unafuliza hapa kulipa pale so hii hustler fund I think ndo maana inaitwa hustler fund so the president anafaa apunguze tu kidogo ile interest imewekwa kwa hustler fund. and actually, it is helping us to survive

Gloss: Life currently you cannot survive if you are in debt that's why you see people struggle to pay the loans, even the president runs the country in debt, you can take adebt to pay another debt, soo this hustler fund is good, the only thing the president needs to do is to reduce the intrest rate. It is actually helping us survive.

H: Mmm but this is the point you are robbing peter to pay Paul that is what you people are doing

P4: So to sustain us and you are essentially becoming to the company and so as much as you possibly come and actually that is what I said when I started this discussion I was not saying anyone cause when you said anything I need to eat if you are not in a situation where your children are going not to eat that day I know some of the choices that have to be made but I think if we have some kind of income coming through if use around the debt to sustain your life it would come to an end you don't you will come to the point you finish all the apps that are in place as much as possible stay away from you using debt for any affair and have daily assumption that's a good idea if you go to the bank like I have seen in us estate that is how the ladies do they will take 4000 from them whichever sale platform they go to the market and go the whole they want to go to purchase their goods for 4000 they will come to the estate and sell the goods God willing between six and seven thousand that good debt fine because you are actually getting profit on top of it sell it but if you are using that that fuliza oh I shouldn't be using banks whenever brand it is that you are using that debt to buy a land you were talking about that is dangerous because there is no return for that money so anyone who is using debt where there is no return be very careful

H: P3 as we wind up kama rais anakuskia utamwambia aje

P3: Kama rais ananiskiza

H: Labda anawatch saizi hustler mwenyewe

P3: Hustler mwenye the president sisi ndio tulikuchagua na ukasema serikali ni yetu, ningeomba hizi pesa tax na hizo zinatolewa kila mahali ninajua kuna vitu zinafanyiwa amendment si zote zitafanyiwa lakini kutokuwa na amendment ningeomba rais wetu

utulindie hizo pesa, vijana wetu, hii stress ni mingi huko sokoni penye ninatoka watu hawaendi nyumbani kufika jioni

Gloss: The president was chosen by his team of hustlers, it was us that placed him in office, I would like to request that the taxes be reduced, we know there are some things that will be amended, and we know not all things will be amended. We are requesting that the president should be keen to ensure that the money is not spent poorly. People are stressed, even in the market place people don't go home in the evening.

H: Wanaenda wapi...

Gloss: Where do they go then?

P3: Wanalala hapo

Gloss: They sleep there

H: Hapo kwa soko??

Gloss: There in the market?

P3: Hapo kwa soko ju maisha imekuwa ngumu mtu hajui ataambia bibi yake nini so kuna a lot of confusion maneno inafanyika na najua nchi ita change na serikali itatatua...I believe in him na kuna mambo atatengeneza at the end of this year kuna mambo haitabaki yalivyo na najua kuna mambo yatabadilika, ningepomba sisi mama mboga tuko sokoni na watoto hakuna mtu anaweza kutuandika...president naomba governor Sakaja kazi yetu ni kukuweka kwa hiyo kiti tunaomba utuandikie vijana...sisi mama mboga watoto wetuwako hapo sokoni tunafanya kazi na wao wameingilia dawa ju ya frustrations na sasa tunaomba hivi...wakati serikali inachukua watu na kuwaandika mama mboga anakumbukwa aje ju kama Jeff uko na mtoto kuna vile utamleta hapa citizen, sasa mimi nitampeleke sokoni?? watoto wetu waandikwe ningepomba serikali ituandikie watoto kwa utaratibu kuwe na utaratibu hivyo ata sisi tufikiwe ka mama mboga...watoto wetu wapelekwahata NYS wapelekwewe kwa jeshi hizo vitu nafasi hatupati so naomba president kumbuka mamamboga

Gloss: There in the market because life has become very difficult, someone does not even know what he will tell the wife, so there is a lot of confusion, but we know the country will change and the government will sort out these issues. I believe in him and I know there are some issues he will look into by the end of the year, things will not remain the way they are. For us we are in the market places because there is no one to give us jobs. President I am requesting governor Sakaja, our job is to put you in office, so we are asking you to employ the youths please. We as Mama-mboga our children are here in the market we are working together with them; some have even gotten themselves into drugs because of frustrations. And this is our request, when the government is giving jobs to people how is mamamboga being sorted? H you have children and I know there is a way in which you can bring them to work here at citizen, so for me I'll take my children to the market. We are requesting that the government

employs our children so that we are also reached as mamamboga. Our children can be even taken to NYS or even the kenya army, all these opportunities we are not getting them, I am requesting the president please remember mamamboga.

H: Okay so P2 talk to your content creators...what do you tell them going forward??

P2: Going forward let's keep on putting work because where we are ending to if you put in more work, we will be able to earn more and once we start earning lets also keep in mind to plan these finances because we are in an industry where we don't have coinstance pattern as I mention how you make money when you make atleast you will be able to do that for another one

H: But what about those content creators who want to be you what do you tell them...?

P3: Nothing is stopping them you know this is an industry there is no qualifications, what you have is your cell phone you can put it in front of you and do something, and being a content creator does not mean you need to be a comedian, a musician or film maker you can be doing anything for example, having a saloon and you want to show people something or you want them to be entertained so there are no limits in this industry even you P1 you can be a content creator.

H: Eeeh P1?

P2: Unaona hii bodaboda una create content unawaambia vile hii industry ya bodaboda iko vile kazi inakuanga na vile anaweza tengeneza pesa kutumia hizi video

Gloss: You see this rider job, you create content, you tell people how this industry of motorcycle works, how the job is, and how you can make money using those videos.

P1: Na hizo videos

Gloss: And those videos?

P2: Not only that, the motorcycle riders will also give you a free post for your videos as they watch them.

P1:H, thank you for bringing us to this show because now it is a learning process because if by doing content and putting them in the video can also help me earn something then I'll add to what I get from ridding, and go make some steps...

H: P4 say something.

P4: I have been singing it over and over again, that the only person you have control over is yourself, and if I can take control over my expenses, I take control of my mind the way we have been discussing here and coming over with ideas , right now we've gotten content over the creation of bike riders , get that, putyour phone on the video as you ride and show riding in Nairobi etc. If we can have less discussion about everyone else and more discussion about ourselves, we are heading in the right direction. If we can take control of our money, we are heading in the right direction. And the third thing

H, please get education, because if you understand how to manage your money, your business, you are in a different league because you are addressing issues from a point of view that no one else is. It sets you apart from the competition. It is something that we take personal responsibility for where we are. My boss who I love listening to normally says that you are where you are because of who you are...

H: P4 thank you so much, P3, all the very best, P2, P1 that was fanatastic. []

H: I hope you guys have learnt as much as we have learnt here on this eve of the budget reading folks, it's all about dreams and expectations and aspirations. That's what it's all about. Thanks so much for being a part of this.

Appendix II: Second Episode: Which Way Kenya? (Political Show)

You Tube link: <https://youtu.be/VRoVchY4KgU?si=LxCugYqAZ7HSau3a>

H: I got on the set today is a very dark day in Kenyan history. Nine deaths, lots of destruction, lives lost, we can't stand that...we have to talk about it and find out the way forward. P1 is in the house and former Kakamega senator P2. Join me here on the bench, gentlemen let me go to you senator first. You were saying it is a dark, isn't it, today?

P1: Let me first start by saying brick wall to brick wall leads us into a collision. The position taken by this administration is one which should get every Kenyan worried. This is not about Azimio anymore, the opposition leader did not go to the streets today, Kenyans are tired and that is why they went to the streets to demonstrate peacefully but were provoked by goons hired by this

illegitimate regime...

H: Why do you call it illegitimate regime. He won the elections

P1: I call it illegitimate regime because... that is a subject for discussion for another day []. Because even if we went to the supreme court the supreme court ignored basic things, please H, don't take me back there because you know what happened

H: Why don't you admit that you lost the election...

P1: I will never admit, I'll never admit and the truth of the matter...

H: You were at the Bomas of Kenya

P1: Yes I was and you are not taking me back to that debate at the Bomas of Kenya, we're here because of a different debate of all the ills of this illegitimate government...

H: You cannot call this government illegitimate...

P1: I will never call it a legitimate government and soon we will prove that it's illegitimate government the moment we hit 15 million signatures, then I will not even have to convince you

H: I'm going to get the signatures in a moment but first senator, let me ask P2, nine lives lost all that destruction today was it necessary?

P2: First of all I would like to send my heartfelt condolences to families that lost their beloved ones, today morning they woke up that they are going to nurture their children to become engineers, to become doctors, sad enough they are sleeping with corpses as family members. It's quite a sad day, second, I want to celebrate the teachers of this country who woke up in the morning today, went to school, risked their lives to protect our children who are in school

H: Yeah, but you saw in Kagemi what happened

P2: Yeah I saw that...

H: Was it necessary

P2: Teachers who were even rescuing their children

H: They had no choice but you know exactly it didn't happen...

P2: And that's why I feel very bad when my college here degrades teachers

H: What do you mean

P2: In his opening remarks, he said [] you know he called me a drama teacher

P1: H, let me educate this young boy, I'll tell you something, and you see it is completely hypocritical for him to come out here and preach and say that...and play the saint and to see it is government where he is the secretary general of the government where now illegally he sits in the cabinet he is the one that gave the orders to shoot, it is the same government that when encased ...there is no longer an independent police in this country because if you know most of our bodyguards were recalled, that is ludicrous...you do not the police has got to be independent. it's no longer independent, you know let's not lie to each other...this guy let me tell you is coming here to play the saint, but really what he is doing is that everywhere he goes violence follows you know it is very hypocritical

P2: I don't want us to narrow this discussion today to a battle between who is wrong and right. I want us to be empathetic with the families that lost their beloved ones. It is very bad that the

supporters of P1 have lost lives today and he is not even commenting about it, he's coming directly to this show to try and interpret whether I am legally or illegally in the office. It is not

about me or Lakina, it's about the young lives who you mobilize

P1: Those people were killed by people who were masquerading police officers

P2: Second it is not about who wins this conversation or this battle, it's not about azimio or kenya kwanza, it is about the future of this country. The precedence we are setting as leadership in this country today, it must be known that it is the high peak of tourism in Kenya. In a few days to come we are going to have the wild beast migration in Narok county

H: The senator's county

P2: Thousands and thousands of tourists are coming into Kenya. The gateway to our country is JKIA. The road that links the airport to Narok is our superhighway. It is sad to see P1 mobilizing people to destroy and vandalize the very road that is taking tourists to his people...it is sad to see and today morning and I will sup... today, I was surprised and go to P1's twitter handle and he was recording a video celebrating that businesses

are not working. So while his electorate, the people who voted for him are in Maasai land waiting for tourists, and P1 is in Nairobi destroying the very highway that is taking the tourists to his people. He is celebrating on twitter and dancing on the very graves of his people who are waiting for economic liberations...

P1: Jeff this is why I said next time don't bring me to debate a boy who does not know what leadership is all about. I was in Narok walking along the streets of Narok peacefully and no one was hurt I walked and was joined by hundreds of people who came in...the police came and escorted me out of the town...

H: So what was wrong? How comes it was peaceful in Narok?

P1: It was peaceful because this illegitimate regime of this fellow, you know, and that is why keep on saying you know uh... the guy who is currently occupying the office of the president is surrounded by stupid fellows like him. You cannot every single time come in and say we will shoot to kill, okay, we will use every means. Let me tell you Jeff, I don't want to come and sit here with somebody trying to play a saint when he knows very well that all those policies were led by him and his government, why is it that nobody was not hurt in Narok. Why did we work peacefully?

H: Why??

P1: Because of common sense the police in Narok behaved

H: So you are saying there is no common sense in Nairobi and other towns...

P1: No, what is happening is this, it's either their way or the highway so they say, you heard Ruto say he will not allow anybody to demonstrate he is now suspending the article 37 of the constitution, if these people don't know the constitution, we will continue educating them until they get to know.

P2: Jeff it is sad today that in Kitengela, the capital, the economic hub of the Maasai's today, we have supermarkets vandalized

H: People died

P2: People died, east matt supermarket was vandalized...

P1: Let me execute my case, you cannot catch a hungry lion, the people are hungry and tired, desperate, I mean let us be factual okay, let us look at this...

H: He was talking about east matt...

P1:H you will have to let me finish my point because you have asked me, he is talking about east matt, and I have just told you, you cannot cage a hungry lion. It will come out there and try to defend itself, you increase fuel levy, when you increase fuel levy, the court says suspend that act but you think you are above the law and continue implementing it. Everything goes up, you know Kenyans, 70% get a salary of between 10,000 to 30,000 shillings. You increase 1.5, you come in and say oh, I want to build

houses for you, who told you we are private good ought to be interfered with. If a bird can build its own house, you think Kenyans cannot build their own houses.

H: Alright, we are getting out of the point here, okay finish your point about east matt.

P2: H all those things that he is talking about can make sense if they are debated on the right platform and if ideas are encapsulated in the right documents in the right documents as a presentation for implementation, but I was talking about eastmat, today, eastmat, in kitengela, the economic hub of the Maasais, was vandalized.

P1: They sent goons (pointing at P2)

P2: Tommorrow morning as we wake, 172 maasai do not have jobs because eastmatt is closed.

P1 : Giive me a break.,maasais don't work in eastmatt,they are busy taking care of their cows not becoming shopkeepers,you know compare apples to apples don't come in and compare bananas to apples.

P2: You know this is a figurative example,

P1: Be factual we are not here for figuratives.

H: Don't forget, he is a teacher

P1: You know this boy thinks that we are here for drama, the situation out there is lethal, it is bad, people are suffering, it is not a drama scene, he thinks he's writing a play for high school students, what is happening on the streets is painful people are sleeping hungry, they don't care, they are busy lining their own pockets, you know, they care more about their SUVs than the people who are desperate on the streets. Every single policy that they come up with only cares about themselves. And ill demonstrate. So Kenyans are tired, whatever happened today is a manifestation of how Kenyans are tired,they are sick,it is not about the opposition leader, Kenyans are tired.

H: Okay, SG, it is not only Azimio who were protesting today, even Kenya kwanza protestors were.

P2: Today we saw two types of demonstrations, and the constitution is very clear as to the definition of a demonstration, it must be peaceful, we must not have armed people in a demonstration.

P1: Those are goons from UDA.

P2: And today we had matatu operators demonstrating, all the way from Mombasa to kakamega, you didn't see police going to harass them.

P1: Who tell you, who told that those people who were demonstrating were not matatu operators. It only becomes chaotic when the police start shooting, when goons who are sent there start shooting.

H: Okay let P2 finish his point.

P2: I want my brother to turn down, stop shouting, relax, execute your points in a relax manner.

P1: Trust me I do. I am just sick and tired of this hypocrisy.

H: Okay let him finish his point. Go on.

P2: My point is, the finance bill has been suspended, by the high court, and therefore you know very well that we are waiting for the adjudication of that matter so that we know whether we shall implement the finance bill or not. And therefore. Even as we wait for that, it does not qualify the actions of Azimio mobilizing young people risking their lives, going towards a highway that we have not even finished paying. We borrowed money to construct the super highway we have even finished paying. They have gone there, vandalized without being threatened, without being provoked. You saw that and you saw, you know very well. I want to ask my brother here P1, what's the difference between you, who mobilizes people to go and vandalize, critical infrastructure like the superhighway next to the airport when we have a president of another country visiting, knowing that he is going to use that super highway, what is the difference between you, and a terrorist.

P1: H let me respond to him,

H: Okay real quick.

P1: They are the real terrorist hiding let me tell you.

H: You are each calling each terrorist.

P1: And I'll be very honest with you because I've been in almost 50 demonstrations in this country 50. Everytime they bring police it becomes chaotic.

H: But you said there were police in Narok.

P1: Lemme tell you if I didn't stand my ground, and the people surrounded, those police would have been used but they used common sense.

H: So you're saying you saved the rioters? You are the one.

P1: Of course, but the rioters saved me too. The issue here is this these guys are the ones who are planting goons.

H: Everyone is accusing everyone of planting goons

P1: They are the ones who are planting them everytime they leave Azimio to demonstrate. The people who were stealing today, were those Azimio, did you see the opposition leader out there? Don't come and take us as fools.

P2: You know it's not about who mobilized or who did not mobilize.

P1: But you are just saying that we mobilized.

P2: The results of today's actions, if you didn't call for demonstration today, we would not have lost nine lives. If you didn't call for demonstration today, we would not have tourists going back to their home countries because P1 and his allies have organized demonstrations. Maasais are suffering, they are waiting for tourists.

P1: Give me a break, Maasais don't suffer, Maasai plan their actions and they say the truth, what you are doing here is lying.

P2: So if you are chasing away tourists?

H: By the way I wonder what the Uranian president and his delegation think of what is going on

P1: Its ridiculous, this guy, you saw his president going out there and saying, ooh I will not allow them, who are you? You are not above the law.

H: folks I think I need to get this extinguisher ready. We can take a break and come back. Plenty more ahead we have some angry senators in the house and SG as well, what do we do? We need Karma heads to prevail, whats the way forward, whats the end game. (P1 and P2 arguing in the background). Let logic prevail, keep tweeting @jeffkoinange at citizen tv# well be back in amoment

H: Alright, seven minutes to the of the show. Oh my goodness, what a show, it is getting hot in here. P1 is spewing fire and venom.

P2: And frustrated...

P1: Let me tell you if this boy writes a script

H: He said no boy

P1: Oh he agreed to

P2: I am a boy

H: Yeah you are a boy

P2: I am a boy

P1: If he writes the script, he will trivialize everything. If he writes a script H he will win an academic award. You know...So let me out it, let me try to make some sense into what is happening and what people seem to be forgetting. This is not about the opposition leader; it has never been about him. If he is not there, Kenyans will still fight for their rights. It is about the pain that Kenyans are going through, it is about people who are completely misguided, who do not understand policies, who do not understand how the government works.

H: And do you?

P1: Let me put it this way, everything they say, you know, let me tell you, you see. If you speak venom, you should be hit by the venom. when you hear the deputy president saying that this government is only for shareholders, we have 47million Kenyans, the tax payers are not only for shareholders. Today you have seen across the country. And let me be very honest and give them free advice. You know we are students of history we have seen the French revolution, we have seen the Russian revolution, the Chinese revolution, Kenyans. we have seen the Sudan revolution right here.

H: That is not a revolution, that is a civil war

P1: It is? call it the way you want to call it but it all has the same end result.

H: You want Kenya to go that way that way?

P1: Yes, Kenya is going that way H. It is not about P1 wanting, P1 wants peace, P1 believes that this is an amazing country that if young Kenyans are given opportunity they will be able to thrive.

H: Yeah but listen you do not want Kenya to go down that way.

P1: We don't want it, no no no, and that is why I said and I have to repeat this again, and this, one of my very good friends repeated this to me and said...dude, you guys, all of you, must climb out of your ivory tower and meet, but how do you climb out of your ivory tower to the ground and yet you cannot even empathize or sympathize with the people on the ground.

H: Okay let the secretary general respond, go...

P1: I mean Seriously,

P2: I want to ask my brother here ,let us appreciate the little gain the president has done since he came into power .One ;the president has tried as much as possible to ensure that we reduce the deficit in the budget, the previous budget, and it must be appreciated that this is the first budget the president is going to implement , we must appreciate that the president has not even started implementing the new task tax regime, the previous budget that was being implemented was done by the handshake brothers(H laughs)truth to be told, until last week ,when,aah, the last two weeks when we passed the budget ,and we passed the finance bill and therefore we must also agree that you've seen the President committed to ensure that he reduces the budget deficit.Second;he is committed to ensure that he isn't borrowing from outside, he has tried as much as possible not to borrow to pay salaries . You saw the other day in march the government by 25th was unable to collect ,taxes to pay salaries, but the president said he will not go out of this country to borrow so as to pay salaries .He was given only five days ,he collected taxes .You have seen the president trying to ensure that he blocks all the leakages of revenue .He has tried by centralizing all the government services through a digital platform ,as we speak right now in a record of six months ,the president has been able to digitize five thousand ,government services ,all those services will be paid

in one channel ,this will reduce leakages and we want to assure Kenyans that...If the president is given humble time he will ensure that the revenue that he is collecting is able to pay and reduce our public debt ,is able to do infrastructural development as he promised the people of Kenya.

P1: H

H: Wait is that what you discussed in the cabinet?

P1: Wait allow me to respond to that

H: And are you there illegally? I call you strangers in cabinet all of you

P2: You know you might want to call us whatever names you want to refer to us but the real situation and the real fact as to why we are in the cabinet and we are there to advice the president on matters, and specifically me I am there to address and to ensure that we remind the president on matters that he promised Kenyans many are here.

P1: H let me respond to that,

H: He is the one in the cabinet not you...

P1: No I don't want to be in this cabinet, because its illegal

H: Let him answer,

P2: Yeah yeah ...it is not illegal it is not illegal, the constitution is very clear that the cabinet shall be constituted with 23 cabinet secretaries.

H: That's right.

P2: Yes, the president has not added any cabinet portfolio in the current cabinets... You know in the cabinets we must have a support system for the president to make decisions, we must have people, technical people to help the president to make decisions. Look at the USA cabinet, and therefore it must be very clear that the president has not introduced a single ministry, we are not 24 ministries, we are still at the ceiling of 23 ministries and therefore,

H: Introduced 15 ministries?

P2: Yes, and therefore I am not there as a cabinet secretary. I am there as a technical team to help the president, to remind him on the manifesto that he promised people

H: Yes, so why do you drive a car with the flag, hold on,

P2: You see, you see H ,

:I don't want to forget on what he is talking about just let me...allow me...That actually is not relevant ,what is relevant is what he is talking about H ,he is talking about that what he told Kenyans that ,that this is going to be the first Ruto budget ,let me tell Kenyans .You know the problems we have in this country in the budget making

process ,during the initial budget making process there is something called public participation but the biggest problem we have in this country is where we mutilate that budget with senseless ,supplementary budgets ,by the time the financial year ends, it is not the original budget. So you cannot come here and lie to Kenyans and say that the president is not implementing his budget that's number one, number two

H: But you are a legislator yourself.

P1: Number two...My friend you need to understand and maybe let me educate this to you both today in terms of budget making.

P2: So you are a teacher, teachers are the ones who educate people.

P1: In terms of budget making process the senate does not play a role in the budget making process, that is the reason why as a legislature myself I do not play a role in the budget making process...What happens is this, the national assembly, they go round collecting the ...and they don't even put them into consideration.

H: You have your Kenya kwanza colleagues who don't show up at voting time.

P1: We are not Kenya kwanza, I don't wanna be Kenya kwanza...H listen, you know I will tell you this Ruto has mutilated,

P2: Lets have some respect ...president William Ruto

P1: The honorable Ruto has mutilated the constitution, he has mutilated the budget from the gigo. He has borrowed more money than Uhuru has ever borrowed, if you look at, if we want to speak facts, he can ...this guy cannot come here and tell us, this is the first budget that Ruto is going to be implementing, yet the same time he is now interfering with the legislative process because he has reduced, he has forced.

H: Listen you have yourselves to blame, Azimio have themselves to blame

P1: We don't have ourselves to blame

H: Azimio have themselves to blame...

P1: How? How?

H: Because your members when it comes to voting time they disappear. Some I will give them soup

P1: You are trying to blame Kenyans

H: I am just saying

P1: You know I love reading your books

H: I appreciate that...

P1: I love reading your book and one day you are going to love reading my book. You know in parliament black is not black and white is not whit, the shit that happens in

parliament is horrendous is something that should make you worried when you read my book you will think you are reading a horror by Stephen King and that happens.

H: Okay I can't wait, when is it coming out?

P1: Very soon I am working on it, very soon and the truth of the matter is this, what is happening in Kenya right now, these guys have got no clue because they are living, they are riding on the high horses.

H: They are majorities, they are in charge

P1: No, okay if they will have their way but we will have our say

P2: Soo... Seriously let us say them done...H I am also eager to read P1 book.

P1: Allow me to finish because you didn't allow me to finish

H: You interrupted him.

P1: H ...I never interrupted him, my turn does he have to speak

P2: I am also eager to read P1's book

P1: Trust me it's not going to be a dram and its capture will focus on P2 I will hand over to it his crib in kitengela to rescue him and the drama there you will love it.

P2: And I appreciate it

P1: You better appreciate it

P2: I appreciate that you are a good person you know I am just eager to read that book yes to read all intricacies that surround P1s book. But I hope he will be able to acknowledge and empathize with the families that have lost their loved ones during his leadership I hope soo...That said and done H, the budget that P1 is talking about has got a wonderful idea in the name of feeding program in schools. The president is keen to ensure that our children are given lunch in public schools. The president is partnering with our counties putting a shilling.

P1: Going back to devolution right? that is not partnering you are calling back on devolution.

P2: No intergovernmental act.

H: So governor Sakaja told you,

P1: Governor Sakaja had to fight... Lets call a spade a spade.

P2: Stop fighting, shouting, calm down

P1: Allow me to execute my case.

H: Lets go to the war, legs go to the magical war...you guys are out of control today, lets read some tweets some sanity here. Muchiri653 says, finally something to finish

the tough day. Could P1 explain what Azimio could have done different to finance their budgets when not increasing tax and not increasing the rate of borrowing.

P1: Lower the taxes increase, and allow more people to be able to do business

P2: How?

P1: There are two ways of raising taxes. One: You either increase the taxes when you increase the taxes only a few will be able to do business. You focus on the revenue, the other one is you lower the taxes you increase the economy. Once you increase the economic players more people are able to pay taxes. You have to lower taxes to be able to raise more taxes.

H: So you increase the base?

P1: You have to increase the base but the moment tell mamamboga who is earning 1300 shillings that she will be paying taxes a turn over of 3% of that, and on gross that is not even her profit.

H: By the way I remember a show a couple of weeks ago she only earns 600 a day.

P1: Let's not lie to Kenyans, Kenyans are not fools you increase the cost of fuel, when you increase the cost of fuel, first of all right now it is illegal because you know the EPRA is committing an illegality.

H: Correct

P1: Because the other arm of government has suspended the implementation of that tax, are they going to refund Kenyans? B; I would rather, I'll tell Kenyans save your receipts because you know the power in transcend you know these guys who are here, they will go and one day I will be so happy to see a class action law suit filed against EPRA for them to refund Kenyans the money that they collected from them illegally.

H: For two weeks now. Okay let's read. Boniface says, these two senators, PI and p2 agree on one important dialogue, they need to initiate that. However, my question is, it goes to P2. How much is the domestic debt and external debt how much has the government paid through tax payers money.

P2: First of all, I want to respond to P1 allegations on the issue of taxes first. You say very well you can decide to lower taxes or increase taxes .You see it is our administration we have decided to ensure that we economic stimulus .projects where by we can stimulate the economy so that so many people and money supply is enhanced once money supply is there so many will have an opportunity to have money supply and it will ensure that the tax base is expanded, and we have more Kenyans paying taxes and therefore it is bad for us to tell Kenyans that we are charging Mamambogas 3% we are charging.

P1: That is a fact, you only spoke to one mamamboga but there are almost about maybe 10 million mamambogas. And they all raise money depending on their ability to borrow

P2: At what point does mamamboga pay the 3%

P1: At 1300 shillings do the math. You didn't understand what I said .The problem is this economy in fact during this time what the government should do is spending more money ,pumping more money into the economy to assist people recover ,this ,what we are going through right now is similar to what we went through during COVID ,and I really hope that my brother will take some time and speak to Ndi ,who is his colleague in fact if you follow Ndi very well and listen to what he is saying .He told them ,you guys will end up in tears because in reality what is happening now on the ground these guys are not in touch with the ground you know....And H you know we told that the government was to give us a subsidized fertilizer ,they lied to us we were given those fertilizers for free.

P2: As at 2022 the domestic debt was at around 4.5 trillion.

P1: That's a lie

P2: Yeah domestic debt at about 4.5 trillion Kenyan shillings and we need to agree that the cause of all these domestic borrowing was that, so that a certain person in power then can benefit his bank and you know very well we used to borrow even when we were not supposed to.

H: The debt ceiling yesterday crossed 10 trillion you know that.

P2: Yeah it crossed and you remember, yeah you see...

P1: You remember what the editor general said she said that she does not even have a statement to tell Kenyans how much Kenya owns so we might even owe more and we've owed more since the president took over statehouse.

H: Magwa says, it is high time P2 accept that the opposition leader is not the enemy but the people, some places which were never heard like a Emali, kitengela, Makueni ,Eldoret and Meru came out to demonstrate, it is high time Ruto goes back to the drawing board.

P2: We are here to listen to Kenyans, we do not rule foreigners, we accept, we are ready to engage Kenyans on the issue of rebuilding our country we have not refused. The president has not chased away anybody, the president has provided a platform for the opposition to even come on board and give their ideas we have this still the bipartisan talk ,the bipartisan committee is still live. They can still come back. The president, just a moment H, we have seen Kenyans going for registration in court we have seen Kenyans stopping even government from performing its executive duties. The president has decided to abide by the rule of law that is a show of commitment that this is a true leader. And we committing and I am speaking as the secretary general of the ruling party. We are committed to engage our brothers from the Azimio side come let us talk.

P1: Can you read that one please that would probably make more sense

H: It says that, senator P1 is destroying properties and looting properties peaceful demonstrations?

P1: It is not, what it is, is that Kenyans are very peaceful until they are provoked by goons who are sent by UDA as well as the police.

H: And you don't have your own goons?

P1: Okay, we don't want our goons I mean of course if we wanted to get goons. We could get goons but this is not about getting goons this is about people demonstrating and calling us better speed. The problem we have

P2: Kenyans are tired with these demonstrations, because you remember even the other day during sabasaba, the former laikipia governor, it was the public, the citizens who were telling the police, come and arrest this man, today, governor Oparanya was chased away from Busia. H we must appreciate the fact that ,let us put all these supremacy battles aside .P1 come let us engage come let us talk, for the sake of the Maasais ,for the sake of Tesos in Busia ,for the sake of lughas in bungoma, this is our country my brother.

P1: H please allow me to say this, P2 you know is H allows me to come and sit down with him and reason we will probably share a cigar and we will reason by the end of the cigar, you guys are carniving, let me tell you we didn't walk away, let me tell you, moving this phone from here to here they had to call Ichungwa, for them to tell him, no don't move that phone.

P2: But he is the leader of majority, and the talks were bipartisan.

P1: That's the problem, for us we sat down with our pointing authority, we were, actually we were appointed by the PG and the head of the PG is the former prime minister, we used to go there and tell him we have reasoned with this fellow, we've allowed them what they were asking for, and we've also demanded the following. But for them, let me tell you it was so frustrating to a point where one of my colleagues, which I really don't even want to mention her name, when we talking about opening the server she said, we don't know where the key to the server is. You don't trivialize matters like that.

H: Okay stand by one more tweet, wisdom22 says, destroying infrastructure is not a solution to reduce high cost of living. It is a sign of primitiveness.

P1: It is not a sign of primitiveness it is a sign off frustrations.

P2: So you are accepting that?

P1: No I am not accepting that, those Kenyans who are out there, I really do not condone that H I'll be honest with you. I do not condone that.

P2: You do, you do,

P1: Kenyans are frustrated; it is soo sad out there.

H: But the solution is not violence.

P1: Yes, the solution is for us, and I want to repeat this again, to come down from the ivory towers and to the ground.

P2:H you know; we are role models as leaders. The first person to exercise violence in this country and a point when the election board was announcing the results for the president, and declaring president we have now to be president, it was Ledama. He was the person propagating violence, and that is why he is used to even walking with weapons, he has even come with a weapon to the show

P1: My friend this is a leadership tool.

H: It looks very menacing

P1: This is amazing you know what it provides wisdom brother.

H: So give it to P2(H and P2 Laughs)

P1: He can't even be able to carry this

P2: Noo(laughs)this is weapon.

H: Omo7088 says, no amount of looting/vandalizing can justify taking the life of an unarmed citizen. Can't we all look at the prospect of life. When did life become soo useless to Azimio/UDA leaders?

P1: Noo noo, okay the truth of the matter is this, promise after promise after promise, we would be having decent conversations here, if, these dudes, would have been saying, we deed this, we said we did this, we lowered the cost of living, we did all these things, but the problem is this, wait, I am concluding.

H: Okay let's go through it is time, we have to go home, lets conclude on a positive note because the country is teetering we are on the edge.

P2: I still believe Kenyans are tired, I still believe there is hope, I still believe that if our brothers just calm down, relax, engage the president in a mature talking a structured way, the president is a listening president. I want to implore upon the Azimio people to retreat and think because our country, we are losing tourists who are supposed to come and witness the wild beast migration Narok, we are losing them, we are scaring them away H.And therefore I would want to beseech upon my brother here, kindly go tell your leader that my leader is committed to have a talk a structured talk on how we can improve this country

H: What about a handshake?

P2: Handshake, you can shake my hand, the handshake is there.

H: Between the president and the former prime minister?

P2: No problem they have done that before in sporting activities in Nyayo stadium in funerals. Just shaking hands?

H: Nusu mkate?

P2: Nusu mkate is not in our constitution, let us implement our constitution in the manner in which the drafters of the constitution envisaged. The former prime minister, Martha Karua, Eugene Wamalwa, were among the drafters of the constitution because of what they had experience in the Nyayo error and therefore they are the same people who want to perforate the same constitution they drafted. I would like to beseech them ,let them follow the rule of law ,our president has committed to follow the rule of law that is why he is abiding by every court order.

P1: No he is not, H let me end by saying this, Kenyans are frustrated, they are pissed off, and what is really making them tired is a defunctional government, because if this government was functional H, this government would have been able to demystify the difference between what is a public good, what is a private good and what is a merit good. And I will try in 30 seconds to demystify that, a private good is housing, you never interfere with it, allow people to live the way they want.

P2: Bring those ideas on the table so that we can implement them because, because he does not have the input to implement those ideas.

P1: If today, instead of looking around the country, forcing people telling people that you are going to take 1.5% of their salary, build an electric train that goes all the way to Narok, let people live in Narok and work in Nairobi, let people live in kakamega, and work in Nairobi., improve on the public goods, the same is the issue on merit goods our health care (P2 interrupts)

P2: Bring those ideas.

P2: You he can never allow sense to prevail, and this is what I am saying, I want a country, that can be able to understand what is a public good what is a private good and what is a merit good. A merit good, right now we want a good health care. If we had good schools we would be able to build this economy .Today H I saw a little toddler and he was being asked where are going he is saying maandamano,if that little toddler who is barely 3 years old can say mamamamandamano, what do you think we are teaching our country ,our youth ,I am sick and tired of a dysfunctional system, I want us to practice what we preach ,these dudes don't practice what they preach, if they say they respect the rule of law, the first thing that the president could have done is to tell EPRA don't break the law. I always say this, and allow me to end with this, the law was not made to be able to please everybody. And the framers of this constitution were wise to be able to set up separation of powers, we have the power of the pass, the president has the power of the sword, the judiciary has got the power of the judgement. If they say suspend this, let not any single arm of the executive come in and violate. What is happening in this country, if we do not sit down today and correct it everyone

will suffer the people who are suffering today are not Azimio people, everyone, it doesn't matter which side of the divide you voted for, you are suffering right now.

H: Okay you are down, let's face one thing.

P1: And to end, unless we are able to understand what is going on out there and feel the pain, if we come out of our 100 000-dollar car, if we come out of our 1 million dollar houses and we go and feel the pain of the mamamboga, the pain of the bodaboda operator, when we feel that, when we feel that path, that the only time we can be able to.

P2: I agree with that; I totally agree H on that (H interrupts) no no no no no

H: Don't forget, don't forget, there is a president in office, he was elected, if you want to make change, you wait another four years

Appendix III: Comments: Topic: Dreams and Expectations (Economic Show)

V1: P1 is fluent and knows about the effect of taxes on the economy.

V2: This boda guy is eloquent, cheers.

V3: P1, so intelligent"

V8: I support P1, he is the person who knows everything about life the way we are suffering. It is not just bodaboda people alone."

V15: P1 I really like your point send your details we appreciate you."

V23: P1 is funnier than the Comedian P2, made more business points than P4 the CEO of X. He should start a YouTube channel and P4 should hire him as their next CEO.

V31: The rate of intelligence P1 has is up there.

V34: Cheers P1, wisdom detected.

V36: P1 is Lit

V45: P3 is useless, cheers to P1 and P2, they know what economy is all about.

V75: P1 is 100% speaking what is happening in the ground for them.

V 79: P3 is wondering how P1 is making sense than him and he is the CEO.

V81: P1 is telling the naked truth, he knows what happens on the ground.

V21: P2, when you say that the saving model is best suited for families, I disagree. It depends on what your interpretation of savings is. If I cook today, and I don't have to cook tomorrow, that's time saved. Eating a ka wet fry daily, is not for the struggling my guy.... if you can afford it by all means, do it. If your goal is to save, the mboga and nyama I cook today for that 250, will give me two meals and save one day of ka wet fry....

V28: P2 you should know about economies of scale. Kes 250 can be used for 3 days by a single family person since you don't have to buy some of the items every day. But it all depends on your income level. It is ok for some and a bad idea for others.

V29: P2 is such a selfish guy, but I understand his poverty and selfishness. That is why he despise comedian X. Empty talks talk brother, stop it! don't forget your roots.

V71: They should have brought comedian X instead of P2

V1: P3 needs more education. She doesn't understand this 3% is not going to build roads, not for hospitals or schools. It's for building houses.

V2: Enyewe bado P3 haelewa bado alipangwa pole kwake

V5: H you didn't vet this P3. She is very confused just like the hustler government.

V6: P3 ni opportunist. If you know you know. But she should have just called a spade a spade not a big spoon.

V12: P3 is still on campaign mood, detection of lies in her body language

V13: How did H settle on stupid woman like this in the name of P3? I think there were better ones in the market.

V22: Huyu P3 ametumwa nini?

V26: Why was P3 on the show?

V30: Huyo P3 amesinya sana kwa hii interview.... Surely H, nani alikusukumia huyu????

V92: The conversation was great, however, P3 has ashamed us.

V94: P3 made me switch off. She is not well informed.

V98: It is not easy listening to P3, it is quite a shame.

V112: The lady just knows about the opposition; her argument does not reflect the plight of small business vendors.

V117: What is P3 saying...anjua kuna potreiz mental hospital? talk facts.

V13: What good marketing by P4...I sympathize with the real hustler. They are told it's their fault they can't manage their finances. The state is effective in driving the agenda; for P3 protests are retrogressive ... the ruling government is still an infant, so it should continue sucking up our money while keeping safe custody of the same. No objective comments can be made here.

V19: Hi H. A good Tax system should encourage consumption. P3 is advocating a case where those who sell food to hustlers will close shop and starve.

V24: People should be interested in increasing one's income rather than just cutting costs. This is not the government's job. Set own budgets and live within them, save some, invest in providing more small services to increase income etc. Such is not government and taxes but your responsibility.

V38: I love the centonomy guy, he is realistic and practical, we need more people who are honest.

V89: P4 is guilt tripping us for no reason

V93: Is P4 here to lecture us or discuss the finance bill.

V96: H bring back P4 to give us further incites.

V101: P1 made more business point than P4 who is an expert in that area.

V103: P4 is giving GOK freedom, personal responsibility is the key, no, he misses the point. P1 is real.

Appendix IV: Topic: Which Way Kenya? (Political Show)

V1: Bravooooo Our Brave/ Intelligent/ Senator P1, Kenya needs many leaders like you. Our Son/ Our Leader/ Our Brother. We love love soooo very Much Our Senator, God Protect You Sir"

V2: The real leader we want in this country P1.

V7: Very wise and eloquent man big up P1.

V8: P1 is very angry ...I like how he is asking P2 questions on who teargassed children in school.

V10: P1 is very factual and straight to the point. the articulation is dope.

V13: I hope the president was on transmission watching this and taking notes from the people because P1 was very factual, big up to him.

V15: P1 you are great, you did very well in the way you debated this boy whose stomach has been fully fed by money stolen from the people of Kenya.

V17: Logic used by P1 is too deep for P2 to understand.

V24: P1 tell them the truth tumechoka nao"

V28: P1 you have nailed it. you are point.

V63: P1 is factual. I like how you are answering P2.

V68: P1 today you have made me to shift officially on your side, you are very correct because you are standing by the truth.

V73: P1 is a man and he knows what he is saying. I love him

V3: So nobody is gonna talk about H taking P2's side and getting him more time to speak. But you can never stop a star from shining. P1 still came out clean. He is smart, knowledgeable and owned it. Definitely also won it.

V18: P2 is shaking, and words can't come out of his mouth.

V20: P1 please educate that boy P2

V22: Ask P2 if he is being paid for attending cabinet meetings which he is not part of. I don't know why H considered him for this debate. Big up P1.

V25: P1 seems new to politics, it felt like he was given some training by God knows who, on what to say, listening to him is boring, no clue, no solution no brains, no nothing and very petty and childish.

V27: P2's body language tells it all. He I panicking.

V29: True, P2 is playing the saint. He is a great pretender.

V31: It's on record, P2 sternly warned and asserted that they are set deal with the opposition. Now what's being sugarcoated? Your previous words imprison you. Why not listen to the citizen's voice?

V40: P2 thought by coming in a suit and tie he would intimidate P1.

V48: A grown up boy being educated on what is happening on the ground. kudos to P1. P2 doesn't have facts and the same things with other government leaders, lies.

V50: P1 was right in calling P2 a boy, he debates like a boy.

V60: P1 has no point, disband him and let him go to sleep.

V71: P2 keeps on interrupting yet he sounds so emps

Appendix V: Research Authorization



KENYATTA UNIVERSITY
GRADUATE SCHOOL

E-mail: dean-graduate@ku.ac.ke

Website: www.ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 8710901 Ext. 57530

Our Ref: C50/20101/2020

DATE: 30th August, 2023

Director General,
National Commission for Science, Technology
and Innovation
P.O. Box 30623-00100
NAIROBI

Dear Sir/Madam,

**RE: RESEARCH AUTHORIZATION FOR OPIYO ANYANGO MARGARET – REG.
NO. C50/20101/2020**

I write to introduce **Opiyo Anyango Margaret** who is a Postgraduate Student of this University. The student is registered for M.A degree programme in the **Department of Literature, Linguistics & Foreign Languages**.

Opiyo intends to conduct research for a M.A Project Proposal entitled, “Conversational Implicature on Selected *JKLIVE* Talk Shows on Citizen Television, Kenya.”

Any assistance given will be highly appreciated.

Yours faithfully,


✓ **PROF. ELISHIBA KIMANI**
EXECUTIVE DEAN, GRADUATE SCHOOL

EM/mo

Appendix VI: Research Approval



**KENYATTA UNIVERSITY
GRADUATE SCHOOL**

E-mail: dean-graduate@ku.ac.ke P.O. Box 43844, 00100
 Website: www.ku.ac.ke NAIROBI, KENYA
 Tel. 810901 Ext. 4150

Internal Memo

FROM: Executive Dean, Graduate School **DATE:** 30th August, 2023

TO: Opiyo Anyango Margaret **REF:** C/50/20101/2020
 C/o Literature, Linguistics & Foreign Languages Dept.

SUBJECT: APPROVAL OF RESEARCH PROPOSAL.

We acknowledge receipt of your revised Research Proposal as per our recommendations raised by the Graduate School Board of 12th July, 2023 entitled "Conversational Implicature on Selected *JL/VE* Talk Shows on Citizen Television, Kenya."

You may now proceed with your Data Collection, Subject to Clearance with Director General, National Commission for Science, Technology and Innovation.

As you embark on your data collection, please note that you will be required to submit to Graduate School completed supervision Tracking and Progress Report Forms. The forms are available at the University's Website under Graduate School webpage downloads.

Also, please ensure that you publish article(s) from your project before submitting it to Graduate School for examination as per the Commission for University Education and Kenyatta University guidelines.

Thank you.


ELLJAH MUTUA
FOR: EXECUTIVE DEAN, GRADUATE SCHOOL

C.c. Chairman, Department of Literature, Linguistics & Foreign Languages


Supervisors:

1. Dr. Loise Mwal
 C/o Department of Literature, Linguistics & Foreign Languages
Kenyatta University


EM

Appendix VII: Research Permit


REPUBLIC OF KENYA
 National Commission for Science, Technology and Innovation



NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
 Date of Issue: 17/October/2023


RESEARCH LICENSE



This is to Certify that Ms. MARGARET ANYANGO OPTVO of Kenyatta University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2012 (Rev.2014) in Nairobi on the topic: **CONVERSATIONAL IMPLICATION ON SELECTED JK LIVE TALK SHOWS ON CITIZEN TELEVISION, KENYA** for the period ending : **17/October/2024**.

License No: **NACOSTI/P/23/30439**
 Applicant Identification Number: **305650**


 Director General
NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

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