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VENUE: KABARAK UNIVERSITY

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TOPIC: IMPLICATIONS OF LANGUAGE USE IN *GIKUYU*
MARRIAGE NEGOTIATION DISCURSIVE DOMAIN FOR
KENYA'S VISION 2030

INTRODUCTION

- There is usually underestimation of the significance of language
- Necessary to increase consciousness of how language contributes to the domination of some people by others(Fairclough, 1989)
- Foucault (1977) argues that language gives shape and meaning to the world and our relationships in it

Intro cont'd

- Thomas et al.(2004) has observed that language is important in the construction of individual and societal identity
- This study illuminates language use in *Gikuyu* marriage negotiation discursive domain with a view of arguing that it has potentialities that can be exploited for the attainment of Kenya's vision 2030.

VISION 2030 OBJECTIVES (SOCIAL PILLAR)

- Increasing participation of women in decision making
- Reducing gender inequality
- Appreciating cultural practices that are constructive
- Economic empowerment of women
- Building a free and just society

Objectives Cont'd

- Formulation of values, goals and ideology that will support the vision
- Respect and restraint in resolving communal and personal disputes

DATA COLLECTION

- The study was carried out in Kiambu county
- Data was collected from 5 live negotiations and 5 FGDs
- The study targeted the 5 administrative divisions of Kiambu county

IMPLICATIONS OF LANGUAGE USE

- The Study argues that it is not enough to give women the enterprise fund
- Should be encouraged to be assertive
- Seemed to be lacking as observed during the focus group discussions where participation through turn takings was 63.69% (men)36.31% (women)
- This was an equal opportunities forum
- Will help women in decision making

Reduction of gender inequality

- Some linguistic elements have connotations of power differentials eg. '*kugurana*'
- This implies that the man is the 'buyer' and the woman is 'bought'
- The vice versa cannot happen
- This affects societal perceptions as observed from a radio and Tv program used in this study

Building a free and just society

- The discursive domain demonstrates potential for building consensus, ability to consult, respect for power dynamics eg. Age, restraint in the face of provocation etc.
- These values are fundamental in the building of a free and just society

Cultural practices that are constructive

- The study observes that while it is good to celebrate positive aspects of our culture that are in line with development and and the changing times, the vision advocates for elimination of retrogressive aspects of culture
- As the study illuminates the cultural practice, it provides an opportunity for interrogation of the same

Religious, cultural and ethnic diversity

- The study observes that the practice is found in many Kenyan communities
- They all emphasize on the same positive values
- Study observes religious observances that are diverse
- Religions too teach positive values
- Such common grounds can form a relevant base upon which positive values and ideologies can be founded and enhanced

Peace, reconciliation and conflict management

- Out of the data for the study, all parties eventually agreed
- FGDs did not report any incidents known to them when negotiation parties totally failed to agree
- The parties where data was collected demonstrated abilities that can be exploited for enhancing the
- said values

CONCLUSION

- In this paper, we argue that;
- Cultural practices have a lot of potential for attainment of the social pillar of vision 2030
- This is usually demonstrated through language use
- Illuminating such will ensure that the potential is not taken for granted

THANK YOU ALL