

GRAFFITI AS A SOURCE OF SOCIAL COMMUNICATION: CASE OF MATATUS
PLYING NAIROBI CBD-RONGAI ROUTE

by

Caroline Wangui Muna

A thesis presented to the School of Communication, Language and Performing

Arts

of

Daystar University
Nairobi, Kenya

In partial fulfillment of the requirements for the degree of

MASTER OF ARTS
in Communication

October 2022

APPROVAL PAGE

A STUDY OF POSTGRADUATE STUDENTS AT DAYSTAR UNIVERSITY,
NAIROBI, KENYA

by

Caroline Wangui Muna
17-0517

In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of requirements for the Master of Arts degree

Date:

Lydia Ouma Radoli, PhD
1st Supervisor

Anne David
2nd Supervisor

Jessica Kinya, PhD
HoD, Strategic and Organizational Communication

Levi Obonyo, PhD
Dean, School of Communication

DAYSTAR UNIVERSITY

Copyright © 2022 Caroline Wangui Muna

DECLARATION

A STUDY OF POSTGRADUATE STUDENTS AT DAYSTAR UNIVERSITY,
NAIROBI, KENYA

I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

Signed: _____
Caroline Wangui Muna
17-0517

Date _____

DAYSTAR UNIVERSITY

ACKNOWLEDGEMENTS

First, I would like to thank the almighty God for the far that he has brought me all throughout my studies at Daystar University.

I would also like to give my greatest gratitude to lovely my parents, son Liran and daughter Leilani who gave me tremendous encouragement and support in financial and mental aspects. It was my parents' efforts and help that kept me learning for the past few years at Daystar University. Fortunately, when I feel helpless and lost, I still had their embrace and encouragement.

I would also like to express my utmost gratitude to my supervisors in the School of Communication- Daystar University, Dr. Lydia Radoli from the Department of Media Film Studies (MFS) and Anne Mwende from Strategic and Organizational Communication (STOC) for their guidance. The evaluation, guidance, critique, support, and advice from them gave me great help throughout the research period.

Finally, I would like to thank all the lecturers and classmates in the master's program in Communication for their help throughout all my years of study at Daystar.

TABLE OF CONTENTS

<u>DECLARATION</u>	iv
<u>ACKNOWLEDGEMENT</u>	v
<u>TABLE OF CONTENT</u>	vi
<u>LIST OF FIGURES</u>	ix
<u>ABBREVIATIONS AND ACRONYMS</u>	x
<u>ABSTRACT</u>	xi
<u>CHAPTER ONE</u>	1
<u>INTRODUCTION AND BACKGROUND TO THE STUDY</u>	1
<u>Introduction</u>	1
<u>Research Background</u>	2
<u>Graffiti in Kenya</u>	4
<u>Statement of the Problem</u>	7
<u>Purpose of the Study</u>	8
<u>Objectives of the Study</u>	9
<u>Research Questions</u>	9
<u>Rationale of the Study</u>	9
<u>Assumptions</u>	10
<u>Scope of the Study</u>	10
<u>Limitations and Delimitations of the Study</u>	11
<u>Definition of Terms</u>	12
<u>Summary</u>	12
<u>CHAPTER TWO</u>	13
<u>LITERATURE REVIEW</u>	13
<u>Introduction</u>	13
<u>Theoretical Framework</u>	13
<u>Lexical Pragmatics Theory</u>	13
<u>Critical Discourse Analysis</u>	14
<u>The Concept of Graffiti</u>	16
<u>Typologies of Graffiti</u>	18
<u>Social Communication Concept</u>	23

Empirical Literature Review	25
Conceptual Framework	35
Summary	37
CHAPTER THREE	38
RESEARCH METHODOLOGY	38
Introduction	38
Research Design	38
Population	39
Target Population	39
Sample Size	40
Sampling Techniques	42
Data Collection Instruments	43
Types of Data	45
Data Collection Procedures	46
Pretesting	46
Data Analysis	47
Ethical Consideration	48
Summary	50
CHAPTER FOUR	51
DATA ANALYSIS AND PRESENTATION OF THE FINDINGS	51
Introduction	51
Response Rate	51
Demographic Analysis	52
Gender	52
Distribution of the Respondents by Age	54
Occupation of Respondents	55
Matatu Ownership	56
Duration Worked	57
Typologies of Graffiti	58
Entertainment Graffiti	59
Marketing and Promotional Graffiti	60
Political graffiti	61

<u>Religious Graffiti</u>	62
<u>Sports Graffiti</u>	63
<u>Use of Graffiti in Social Communication</u>	64
<u>Effectiveness of Graffiti in Social Communication</u>	66
<u>Discussion of the Findings</u>	73
CHAPTER FIVE	78
<u>SUMMARY OF THE FINDINGS</u>	78
<u>CONCLUSIONS AND RECOMMENDATIONS</u>	78
<u>Introduction</u>	78
<u>Summary of the Key Findings</u>	78
<u>Different typologies of graffiti used on matatus</u>	78
<u>The Use of Graffiti as a Social Communication Tool</u>	79
<u>Effectiveness of graffiti on matatus in social communication</u>	80
<u>Perceptions on the Use of Graffiti for Social Communication</u>	80
<u>Conclusions</u>	81
<u>Recommendations</u>	83
<u>Suggestions for Further Research</u>	84
<u>REFERENCES</u>	85
<u>APPENDICES</u>	89
<u>Appendix A: Research Questionnaire for the General Public</u>	89
<u>Appendix B: Research Questionnaire for the Matatu Operators</u>	94
<u>Appendix C: Interview Guide for Graffiti Artists</u>	99
<u>Appendix D: Budget</u>	100
<u>Appendix E: Work Plan</u>	101
<u>Appendix F: Consent Form</u>	102
<u>Appendix G: NACOSTI Authorization</u>	103
<u>Appendix H: ERB Letter</u>	104
<u>Appendix I: Plagiarism Report</u>	107

LIST OF FIGURES

<i>Figure 2.1: Conceptual Framework</i>	36
<i>Figure 4.1: Distribution of the members of public participants by gender</i>	53
<i>Figure 4.2: Distribution of matatu operators by gender</i>	53
<i>Figure 4.3: Distribution of the general public participants by age</i>	54
<i>Figure 4.4: Distribution of matatu operators by age</i>	55
<i>Figure 4.5: Occupation of the respondents</i>	56
<i>Figure 4.6: Matatu ownership</i>	57
<i>Figure 4.7: Duration Worked</i>	58
<i>Figure 4.8: Typologies of graffiti</i>	59
<i>Figure 4.9: Entertainment themed graffiti showing hip-hop artist</i>	60
<i>Figure 4.10: Graffiti showing marketing theme</i>	61
<i>Figure 4.11: Graffiti of Barrack Obama and Uhuru Kenyatta</i>	62
<i>Figure 4.12: Religion themed graffiti</i>	
<i>Figure 4.13: Sports themed graffiti</i>	63
<i>Figure 4.14: Effectiveness of graffiti</i>	68
<i>Figure 4.15: Matatus with Graffiti</i>	69

ABBREVIATIONS AND ACRONYMS

BCE	Before the Current Era
CBD	Central Business District
CDA	Critical Discourse Analysis
KNBs	Kenya National Bureau of Statistics
NACOSTI	National Commission for Science, Technology, and Innovation
PSV	Public Service Vehicle
SPSS	Statistical Package for Social Sciences

DAYSTAR UN

ABSTRACT

The purpose of the study was to analyze the role of graffiti in social communication focusing on matatus operating along the Nairobi Central Business District (CBD) - Rongai route. Specifically, the study sought to: determine the different typologies of graffiti used on matatus, determine the use of graffiti as a social communication tool, determine the effectiveness of graffiti in social communication and analyze the perceptions of the public on the use of graffiti on matatus as a social communication tool. The study was anchored on lexical pragmatics theory and critical discourse analysis. The study used the case study research design. The target respondents comprised of graffiti artists, matatu operators and public in Nairobi CBD. The respondents comprised of 68 members of the public, 68 matatu operators and 10 graffiti artistes. Members of the public and matatu operators were sampled using the random sampling method. The graffiti artistes were sampled using snowball sampling methods which involves the use of referrals to reach out to respondents. Data from the public and the matatu operators was collected using structured questionnaires while data from the graffiti artists was collected through in-depth interviews. The study used both quantitative and qualitative data analysis methods. Quantitative data was analyzed using SPSS. This was used to analyze the closed ended questions in the questionnaires. The findings from quantitative analysis were presented using figures and tables. Qualitative data analysis was used to analyze the data collected using interview methods and the data collected using open ended questions. In this study, thematic analysis involved categorization of various themes and interpreting them in line with the emerging themes. Thematic analysis was also being used to analyze photographs whereby various themes drawn from different graffiti were interpreted. Based on the analysis, it was found out that matatu graffiti has steadily become more

popular along the Rongai-CBD route. The study identified different typologies of graffiti ranging from entertainment, political, religious, inspirational, and promotional graffiti. However, entertainment graffiti were the most common. On the perceptions of graffiti, the study identified that there were varied perceptions on graffiti, with some having positive perceptions, others negative perceptions and others mixed perceptions. On the effectiveness of graffiti on social communication, a section of the respondents agreed that graffiti on matatus is an effective social communication tool as it is easily accessible to large audience. Another section of the respondents reported that graffiti is not an effective social communication tool as the messages communicated are not educational and that the art is not easy to understand. Those with mixed perceptions reported that the effectiveness of graffiti depended on how it is used. If well used, graffiti can be an effective communication tool and if not well used, it cannot be used for social communication. Based on these findings, the study recommends the need for the matatu owners and graffiti artists to consider other themes on societal issues. The study also recommends a need for the public to be educated and provided with information on matatu graffiti to make them embrace the art and acknowledge its effectiveness in social communication. There is also a need for graffiti art shows and events to be organized to allow for interaction between graffiti artists and Nairobi residents for the artists to explain to the people its effectiveness in social communication. Further, it is recommended that the government be in the forefront in promoting matatu graffiti since it is a key source of income and livelihood to the graffiti artists.