

# Towards Culturally Relevant Communication Approaches with Urban Church Youth A Study of the Uhuru Highway Lutheran Church, Nairobi

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## Abstract

The thrust of this study was to identify communication forms that the Lutheran Church in Kenya could utilize to effectively communicate with urban church youth. Effective communication demands the awareness of the needs and interests of the target audiences as a basis for meaningful and strategic input. The research tool used was a questionnaire comprising of open-ended and closed-ended questions. The target population studied was limited to the Lutheran Church youth members attending the Uhuru Highway Church. Questionnaires were filled by the youth at the church after the Sunday worship service with the help of youth ushers. Data collected were coded and keyed into a computer and analyzed using Excel and SPSS.

The following were some of the key findings; the language commonly used by the youth is English; the majority of the youth like preaching through music; media (TV, radio) are the primary sources of information; and there was a need for mutual understanding between the youth and the church elders.

Recommendations for remedial measures are made. These measures include Christian programs that provide "lively" music and movies. There is also need for time for socialization among the youth. Further, short and relevant sermons should adopted with the need to make youth programs more focused on cultural issues and values. The youth networks should also be broadened through the use of the internet.