ATHLETES COMMUNICATING NATIONALISM AND IDENTITY IN KENYA

RESEARCH STUDY

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Research proposal submitted in partial fulfillment of the requirement for the award of a Diploma in Public Relations in the Department of Extramural School of Continuing Studies and Distance Education.

REG. NO: L137/11278/2010

UNIVERSITY OF NAIROBI

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DECLARATION

I the undersigned, declare that this research study is my original research work and has not been presented in any other institution for academic credit. Information from other sources has been duly acknowledged.

Student

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This research project has been submitted for examination with my approval as the Students’ Supervisor.

Supervisor

Mrs. Linet Imbosa Muhati Nyakundi

Date

03/02/2012
ABSTRACT

Why are Kenyan athletes defecting? The aim of this study was to investigate the underlying issues that have traditionally led to Kenyan athletes defecting to the Middle East and other European countries. It was guided by the need to find out how Athletes Communicate Nationalism and Identity in Kenya. This study identifies gender dimensions in athletics and finally how athletes can be a communication tool for fostering nationalism and national identity.

The study uses the framing theory, an approach to media studies that examines how print and broadcast journalists tell stories so that particular themes or values are featured over others and the Interactionist theory which focuses on issues related to meaning, identity, social relationships and subcultures in sports. The conceptual framework had communication as the independent variable while identity, nationalism and erosion were the dependent variables.

Information was gathered by use of questionnaires and interview schedules and the study employed descriptive survey design. A sample size of 50 respondents was used from the target population and the tools for analysis were questionnaires and personal interviews.

The information was then analyzed by the use of analysed using both quantitative and qualitative approaches and presented using tables and figures. The researcher concluded that athlete defection is purely based on the need for money and poor communication, retention and sport marketing strategies in Kenya.