

PAC UNIVERSITY

JOURNAL OF ARTS AND SOCIAL SCIENCES

VOLUME 2 NUMBER 1



PAC UNIVERSITY JOURNAL OF ARTS AND SOCIAL SCIENCES

A publication of

Pan Africa Christian University
Lumumba Drive, Roysambu, Off Kamiti Rd, Off Thika Rd
P.O. Box 56875-00200, Nairobi, Kenya
Tel: +254 721 932 050 / +254 734 400 694
Email: enquiries@pacuniversity.ac.ke
Website: www.pacuniversity.ac.ke

© Pan Africa Christian University 2017

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without the prior written permission of Pan Africa Christian University. Enquiries concerning reproduction may be sent to the Editor at the address above.

ISSN 2413-7847

Publishing consultants

One Planet Publishing & Media Services Ltd
Mirage Plaza, Bellevue, Mombasa Road
P.O. Box 5649-00506, Nairobi, Kenya

PAC UNIVERSITY JOURNAL OF ARTS AND SOCIAL SCIENCES

EDITORIAL TEAM

Prof. Martin C. Njoroge, Chief Editor

Pan Africa Christian University

P.O. Box 56875-00200

Nairobi, Kenya

dvc.aa@pacuniversity.ac.ke

Josleen Rutere, Editor

Pan Africa Christian University

P. O. Box 56875-00200

Nairobi, Kenya

josleen.rutere@pacuniversity.ac.ke

Anthony Taiti, Editorial Assistant

Pan Africa Christian University

P.O. Box 56875-00200

Nairobi, Kenya

anthony.taiti@pacuniversity.ac.ke

Editorial Board

Prof. Margaret J. Muthwii, Pan Africa Christian University

Josleen Rutere, Pan Africa Christian University

Dr. David Oginde, Bishop, Christ is the Answer Ministries (CITAM)

Dr. Michelle W. Karume, United States International University

Prof. Peter Kibas, Presbyterian University of Easter Africa

Prof. Gyang D. Pam, Africa International University

Prof. Jane Kembo, Rongo University College

Prof. Karl Swinehart, Louisville University, USA

Dr. Phyllis Mwangi, Kenyatta University

Prof. Felix Musau, Riara University

Dr. Daniel Muia, Kenyatta University

List of contributors

Charles Kamau: Holds a PhD in Community Development Studies and Extension, MA Community Development and Project Management, and a Bachelor of Science degree in Agricultural Education and Extension all from Egerton University. Currently, he works with Egerton University and Maasai University as an adjunct lecturer.

James Mwangi: Senior Lecturer, Kenya Methodist University. He holds a PhD in Theology. His areas of specialization include systematic theology, pastoral theology and ecclesiology.

John Peter Bwire: Holds a PhD degree in Religious Studies from Catholic University of East Africa. He is a lecturer at Kenyatta University and an attached clergy with the Anglican Church of Kenya. He has written books in gender, human rights, the Kenyan Constitution, Kadhi's Courts and Extremism in Islam.

Margaret Amateshe: A Principal Graduate with teaching experience spanning 27 years. She holds a Bachelor of Education degree and a Master's degree in English and Linguistics both from Kenyatta University. Currently, she is pursuing a PhD in English and Linguistics at the University of Nairobi.

Martin C. Njoroge: Holds a PhD in Linguistics from Kenyatta University and has published widely and edited publications in the field of sociolinguistics, multilingual education and applied linguistics. He is a former SRF postdoctoral fellow and visiting professor at the University of Pennsylvania, USA. He has taught Linguistics and supervised graduate theses at the Catholic University of Eastern Africa, Kenyatta University, Christ the Teacher Institute of Education, and at PAC University, Kenya. Currently, he is an associate professor of Linguistics and Deputy Vice Chancellor – Academic Affairs at Pan Africa Christian University, Kenya.

Moses Gatambuki Gathigia: Holds a Doctor of Philosophy degree in English and Linguistics from Kenyatta University. He is currently a lecturer in the Department of Languages at Karatina University. He has published widely on various topics in linguistics in internationally acclaimed journals. His research interests include cognitive linguistics, multilingual education, phonology, sociolinguistics and syntax.

Peter Mbede: An ordained minister and the National Director of Youth Ministry in Fountain of Life Churches International. He holds a Master of Divinity degree and is currently pursuing a PhD in Theological Studies at International Leadership University (Kenya) focusing on the theologies in contemporary music and employment of music in teaching theology. Rev. Mbede is an adjunct faculty at Pan Africa Christian University, Kenya.

Phyllis W. Mwangi: Holds a PhD in Linguistics from Kenyatta University. She is a Senior Lecturer in the Department of English and Linguistics, Kenyatta University. Her research interests include theoretical linguistics, applied linguistics, refugee studies and language pathology. She has published several academic papers in refereed journals. She has also authored book chapters and textbooks at primary, secondary and tertiary levels.

Rahab Nyaga: Holds a PhD degree in Communication from Kenyatta University. She is currently the Dean, School of Humanities and Social Sciences at Pan Africa Christian University, Kenya. Her research interests include corporate communication, corporate social responsibility, public relations, communication ethics and emerging trends in communication.

Foreword

The second issue of PAC University Journal of Arts and Social Sciences is here with us! I wish to thank all the authors who have contributed to the successful publication of this second issue of the journal. Thank you for trusting the Editor and the Editorial Board and also for submitting your articles on time. I believe this issue of the journal will be of great impact in the world of research and policy as the recommendations in the papers are meant to especially inform policy formulation.

The journal comprises papers from various disciplines: Linguistics, Business, Theology, Community Development and Communication. First is a paper by John Bwire, “An Analysis of Worldview and Negative Ethnicity: Its Implications on Kenyan Politics (Based on Richard Niebuhr’s Five Paradigms on Culture).” It discusses ethnicity in the Kenyan setting noting that Kenya has over forty-two ethnic communities with various cultural practices. These variant ethnic groups ought to positively enrich each other rather than fuel animosity and hatred in the country. The author concludes that cultural interpretations and worldviews can affect the way people relate and participate in the society. Bad politics and governance—corruption, nepotism, tribalism—emanate from and are encouraged by the way a people interpret and view life, politics and culture.

Moses Gatambuki’s paper “Metaphoric Conceptualizations of Death in Gikūyū: A Language Spoken in Kenya” discusses the influence of gender in the use of metaphors of death in Gikūyū, a language spoken in Kenya. The paper identifies and categorizes the metaphors of death in Gikūyū using the paradigm of the Conceptual Metaphor Theory. It concludes that the Cognitive Linguistics Model provides tools for understanding, interpreting and accounting for metaphors of death in Gikūyū.

The paper by Charles Kamau, “Challenges of Social Protection Cash Transfer Funds on Old Age: A case of Nakuru County, Kenya,” argues that the nation’s economy is experiencing vast structural problems that hinder its development. He concludes that despite these challenges, there is growing interest across the county that safety nets (social cash transfers) have helped to raise the living standards of the elderly who are vulnerable. The paper recommends that policy makers should plan for the aged and ageing persons in the informal jobs, who are not subject to a contributory pension and do not foresee any form of social security in their old age.

Phyllis Mwangi and Margaret Amateshe’s paper, “Negotiating Speech Handicap through African Languages,” describes the challenges that children with speech handicap face. Her paper concludes that children with Down’s Syndrome and Cerebral Palsy have speech problems that emanate from their handicap. However, these children can be helped to develop speech through the introduction of intervention strategies. It argues that African languages are better suited in the development of speech in those living with speech handicaps.

Martin Njoroge's paper, "Rural–Urban Dichotomy and Linguistic Variability: Evidence from English Language as Spoken by Teachers in Kenya," gives a detailed analysis and discussion of the interaction between rural–urban dichotomy and the linguistic variables. It specifically analyzes the relationship between the social variable and phonological and grammatical variation. The paper observes that teachers from an urban background are likely to have more exposure to the language through the print and electronic media thus they display less variability in their spoken English. Factors such as differences in patterns of language use, differences in access to technology and differences in attitude and motivation have been put forward to account for linguistic variability that relates to rural–urban dichotomy.

Rahab Nyaga's paper, "Influence of Media Framing in Focusing Corporate Philanthropy on Environmental Care in Kenya," highlights the role of media in sensitizing Kenyans about the need for environmental care, through framing of messages on environmental issues. The focus of the paper is on how media influences corporations to focus on environmental care through the messages that they carry. The paper recommends that, in its planning, legislation and budgeting, the government needs to demonstrate its commitment to environmental education and stewardship.

Peter Mbede's paper, "The Influence of Music in Theologizing in African Churches," discusses the influence of music in theologizing in African churches. The paper advances the argument that there should be a critical examination of the role of Music in the communication of Christian Theology. The paper argues that if the theologian was to use music in propagating the message of the gospel and his theology, the African church would be deeply rooted in the things of God. Thus, the church should provide a framework in which the authorship and practice of music can be based to ensure effective dissemination of Christian theology in rhythmic melodious manner.

Last but not the least is James Mwangi's paper "Pastoral Remuneration: A Pastoral Injustice." It emphasizes that the Church as an institution has always responded to human pain brought about by economic suffering. The paper concludes that a structure of government that violates and oppresses a human person, no matter how good, holy or righteous it may look, is unjust. From the data gathered and analyzed, the study concludes that the majority of evangelical pastors in Nairobi are inadequately remunerated.

It is my hope that as readers open the pages of this journal, they will not only broaden their knowledge in scholarship but also that they will be motivated to engage more in research so to influence policy and best practices for the good of humanity. In this way, we will be able to do our bit in transforming society through research and dissemination of research findings.

— ***Prof. Martin C. Njoroge***
Editor-in-Chief